

INSUR. LAB.

LEADING LIFE INSURANCE WEEKLY

# The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, SEPTEMBER 3, 1926

## STOP - LOOK - LISTEN

*Are you looking for a promotion or contemplating a change  
in securing a General Agency and Branch Office of your own?*

**WHEN---WHERE**

All replies strictly confidential

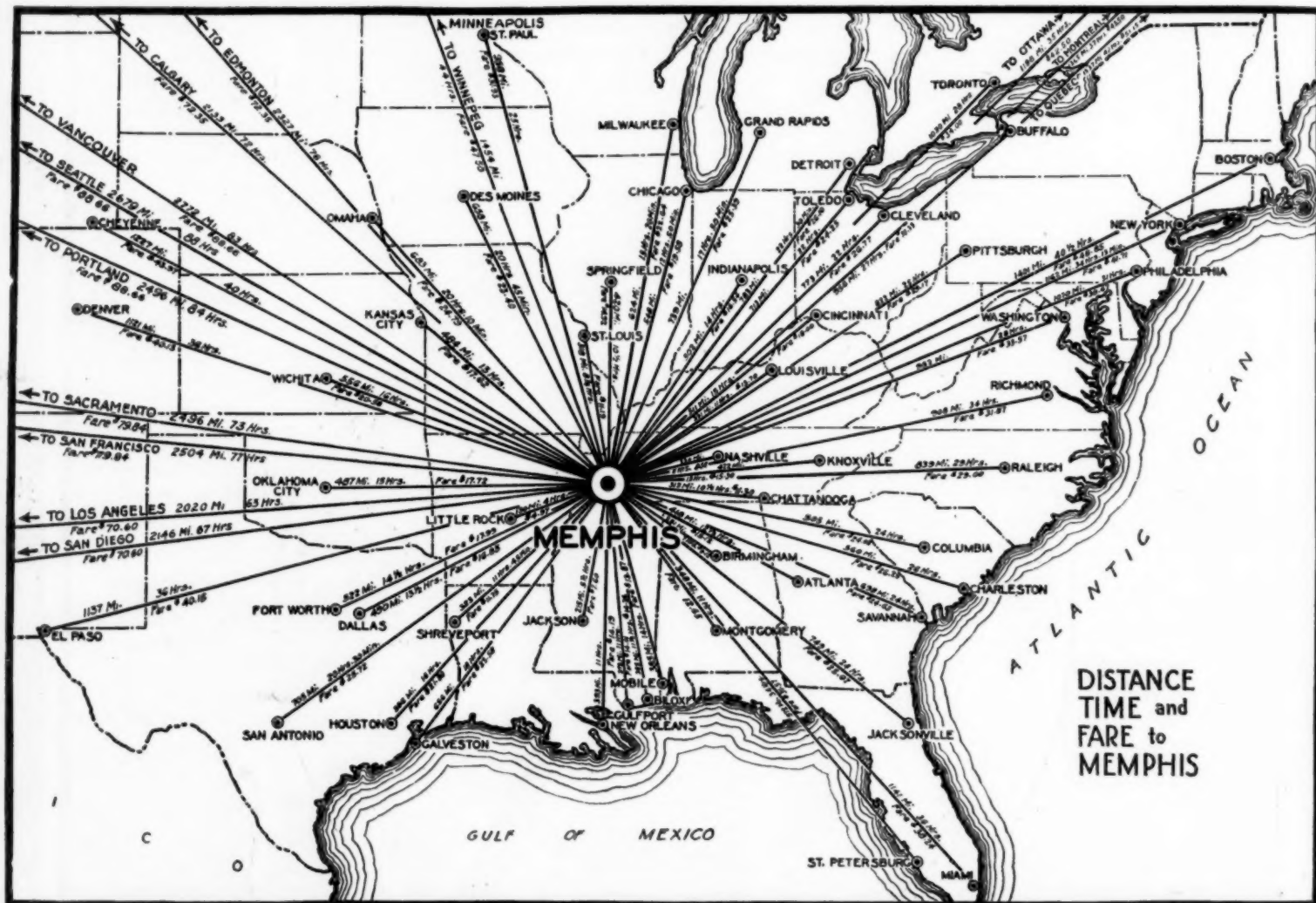


**MERCHANTS LIFE  
INSURANCE COMPANY**  
William A. Watts, President  
F. A. Ferguson, Agency Vice President  
HOME OFFICE, DES MOINES, IOWA

# NATIONAL LIFE UNDERWRITERS' ASSOCIATION

## INTERNATIONAL CONVENTION

# ATLANTIC CITY 1926



# MEMPHIS

# 1927



# The National Underwriter

## LIFE INSURANCE EDITION

Thirtieth Year, No. 36

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, SEPTEMBER 3, 1926

\$3.00 Per Year, 15 Cents a Copy

### LEGAL SECTION HELD ITS ANNUAL MEETING

A. D. Christian of the Atlantic Life  
Was Elected Chairman for  
the Year

### MANY PAPERS WERE READ

H. B. Arnold Urged That the Other  
Departments of a Company Consult  
the Attorneys More Frequently

#### NEW OFFICERS ELECTED

Chairman—Major A. D. Christian, At-  
lantic Life of Richmond, Va.  
Secretary—Frank W. McAllister, Kan-  
sas City Life.

DETROIT, Aug. 31.—The Legal  
Section of the American Life Conven-  
tion at its annual meeting elected A. D.



A. D. CHRISTIAN  
New Chairman Legal Section

Christian of Richmond, Va., general  
counsel of the Atlantic Life, who acted  
as secretary this year, chairman. Judge  
W. S. Ayres of the Bankers Life of  
Iowa presided as chairman over the de-  
liberations.

T. W. Blackburn, who retires this  
year as secretary of the American Life  
Convention at this meeting, spoke his  
farewell but said he would continue to  
attend the meetings and continue as a  
member of the section, he being coun-  
sel of the Prairie Life of Omaha. He  
introduced his successor, Claris Adams,  
the Indianapolis attorney, who made his  
bow in a graceful way.

President Harry B. Arnold of the  
American Life Convention, who is also  
president of the Midland Mutual Life,  
in a brief talk said the companies do not  
avail themselves of the service of the  
legal department as they should. The  
attorneys, he contended, could be help-

### EDUCATIONAL POLICIES HAVE ESPECIAL APPEAL AS SCHOOL SEASON REOPENS

Life insurance for educational pur-  
poses is becoming an increasingly im-  
portant factor in life underwriting and  
a number of agents are now specializing  
in this feature of the work. It is par-  
ticularly stressed at this time of year,  
when the great army of students is  
again matriculating for a year's study at  
the schools and colleges, for it is an  
especially forceful appeal during the few  
weeks and days before the fall work is  
taken up by the students.

Educational life insurance has devel-  
oped so extensively in recent years that  
it now has a number of phases that are  
intensively cultivated by many agents.  
There are the strictly educational pol-  
icies, written on children to mature as  
endowments at the time of matricula-  
tion in college. There are so-called edu-  
cational policies written on the lives of  
the head of the household, to guarantee  
a continuance of the family's income and  
thus guarantee the completion of the  
educational program of the children.  
Also, recently a number of agents have  
developed a new phase of educational  
insurance, not directly in line with the  
education of the child, but connected  
with the idea as a sales appeal. It is  
the writing of life insurance on the  
student, the premiums to be paid by the  
parents during the years of study and  
until the graduate has become estab-  
lished financially, then to be turned over  
to the graduate as a definite demon-  
stration of thrift and protection.

#### Many Child Policies Sold

The educational policy written on chil-  
dren to mature as an endowment at the  
time of matriculation in the school is  
extensively used by a number of agents  
and a large volume of business written  
in this way. It offers an exceedingly  
strong sales appeal. It gives the child  
a definite idea throughout his early years  
and up to the time of starting his col-  
lege work, of the value and importance  
of a life insurance program. It assures  
the creation of sufficient funds to guar-  
antee the college education. It grants  
the protection at a very satisfactory rate,  
as it is written at the younger ages. It  
furnishes a life insurance program which  
can be continued by the student him-  
self, who is then thoroughly sold on the  
idea of life insurance.

ful to all departments. If they were  
more freely consulted, companies would  
avoid much trouble.

#### J. B. Reynolds Speaks

President J. B. Reynolds of the Kan-  
sas City Life and Vice-President Lee J.  
Dougherty of the Guaranty Life, both  
American Life Convention ex-presi-  
dents, spoke briefly.

Committees were appointed to pre-  
pare memorials for the following mem-  
bers, who died during the year: Benj.  
Edwin Page, Occidental Life of Los  
Angeles; J. A. Brubacher, Farmers &  
Bankers Life; Clinton W. Nugent,  
American National of Texas.

#### Danger in Technicalities

L. L. Bomberger, general counsel  
Northern States Life of Indiana, pre-  
sented a very interesting paper in which

The use of the ordinary life policy  
or endowment to guarantee the estate  
which will provide the children's educa-  
tion is now a well established phase of  
life underwriting. Indeed, this gives the  
life underwriter one of the most em-  
phatic appeals outside of the realm of  
estate protection. Today there are few  
parents who would not prefer to be as-  
sured that their children will have a  
college education. In view of statistics  
which have been variously drawn up, it  
is unquestionably an uncertain item, un-  
less some such guarantee as that offered  
by life insurance is available. It has  
been estimated that out of 1,000 chil-  
dren who enter school only about 139  
finish high school, 72 go to college and  
23 finish college. It is not difficult to  
persuade parents that the means of being  
assured that their child or children will  
be included in the final, though much  
smaller group, is worthy of considera-  
tion. On this point every parent in the  
country, whether in urban or rural ter-  
ritory is a prospect who will be certain  
to listen with interest to such a presen-  
tation.

#### New Line Developed

In addition to the large sales of life  
insurance secured from these two meth-  
ods, some agents are now finding a  
profitable avenue of approach in a by-  
product of the educational policy. They  
sell the parent on the idea of having  
the child absorb the life insurance idea  
at the same time he is securing his  
higher education. That is, a life in-  
surance policy is taken out on the life  
of the child at matriculation in college,  
with the premiums being paid by the  
parent. The idea is merely to give the  
child a lesson in life insurance thrift and  
protection. The policy is so carried dur-  
ing the four years or more at college and  
until the graduate is on his feet finan-  
cially to such an extent that he can carry  
the premiums himself. Then the policy  
is turned over by the parents and con-  
tinued by the graduate. In this way the  
graduate is given a policy at a lower  
rate than he could secure if he waited  
until he had completed his college work  
and was able to purchase his own in-  
surance and he has had four years in  
which to fully appreciate the idea of life  
insurance protection.

he pointed out that insurance com-  
panies themselves are largely respon-  
sible for the prejudice that has arisen  
against them in most courts. Mr.  
Bomberger cited a number of cases  
where a company had attempted to  
evade liability on trivial or irrelevant  
grounds. Many of these cases are very  
justly lost by the companies, but un-  
fortunately they give the public the  
idea that insurance companies pay their  
losses only as a last resort when every  
means of escape has been exhausted.  
Mr. Bomberger presented an analysis  
of recent court decisions showing that  
claim departments are now exercising  
more judgment in the payment of  
claims so that a smaller percentage of  
contested cases is lost. Nevertheless  
there are still altogether too many  
cases defended on grounds that give

(CONTINUED ON PAGE 11)

### ADAMS IS INSTALLED AT DETROIT MEETING

T. W. Blackburn Bids Farewell as  
Official of American Life  
Convention

### PAY TRIBUTE TO VETERAN

New Secretary and General Counsel  
Makes Fine Impression in Mem-  
bership of the Body

#### By C. M. CARTWRIGHT

DETROIT, Sept. 2.—The meeting  
of the American Life Convention this  
year takes on a particular aspect be-  
cause it marks the passing of Thomas  
W. Blackburn, its secretary and coun-  
sel from the beginning, and the prime  
builder of the organization. This is



H. B. ARNOLD  
President American Life Convention

his last official meeting. He was given  
an ovation and received many expres-  
sions of esteem. He has been most  
faithful and helpful. He has never  
been absent from a meeting.

#### New Secretary Introduced

Attorney Claris Adams of Indian-  
apolis, who now takes up the office  
vacated by Mr. Blackburn, was intro-  
duced by President H. B. Arnold and  
made a most pleasing impression. He  
is an orator, attractive in face and per-  
sonality, youthful and diplomatic. Mr.  
Adams, accompanied by his wife, ar-  
rived Sunday morning and met the early  
comers.

Mr. Blackburn has been afflicted with  
an outbreak of poisoning for two weeks  
and for a week or so was confined to  
his house. Regardless of this, he came  
to the meeting, but evidently is in a  
scratching mood.

The clans began to foregather Sun-

day morning. Many came to test the Lochmoor golf course before the tournament the two days following. President Clarence L. Ayres and Mrs. Ayres, and Homer Guck, assistant to the president of the Detroit Life, and Mrs. Guck were early on hand to welcome the visitors and extend hospitality. Mr. Ayres and Mr. Guck handled most of the local details and did their part well. The registration desk was opened early Monday morning by Mrs. L. F. Beymer, assistant secretary.

#### Chairman Ayres on Deck

W. S. Ayres of the Bankers Life of Iowa, chairman of the Legal Section, accompanied by Judge C. B. Robbins, president of the Cedar Rapids Life, arrived Sunday to perfect arrangements for the legal meeting Monday and Tuesday.

President H. B. Arnold of the American Life Convention, with Mrs. Arnold, arrived early Sunday morning and took Claris Adams under his wing. Henry F. Tyrell, legislative counsel of the Northwestern Mutual Life, leader of the third house at their gatherings, registered on Sunday and booked Mr. Adams to be toastmaster at the banquet at the forthcoming "Wisconsin Insurance Day" celebration in Milwaukee.

There was a heavy registration the first two days, most of the delegates having arrived by Tuesday night.

#### Opening of the Convention

The Legal Section held its meeting the first two days and the convention proper opened Wednesday morning. The first session draws the crowd. The official welcome was given by the mayor, John W. Smith. N. P. Hull of Lansing, head of the Grange Life and recently elected president of the Michigan Association of Legal Reserve Companies, gave the welcome for his organization. President J. J. Mooney of the Michigan Mutual Life extended greetings on behalf of the Detroit companies.

President H. B. Arnold gave his address, followed by the report of Secretary Blackburn.

Secretary Adams has closed his legal work with his firm at Indianapolis and will now give his time to the American Life Convention. He states the office will be moved from Omaha to St. Louis within a month. He will not move his family to St. Louis until he sells his home in Indianapolis that he built a year ago.

#### Entertainment Features

The golfers' dinner was held Tuesday evening at the Book-Cadillac Hotel, where the prizes were presented. Ladies were invited this year. There was some professional entertainment and dancing followed. The ladies were taken to a matinee Wednesday to see "Gentlemen Prefer Blondes." On Thursday the ladies were taken on an automobile trip, ending at the Lochmoor Club for a luncheon and bridge party. The convention banquet was held Wednesday evening. On Thursday evening the visitors were taken on a boat ride. Dancing was indulged in.

The Detroit companies contributed much to the enjoyment of those at the meeting. They were on hand all the time, looking after the wishes of the visitors.

#### Need Cooperation and Competition

H. B. Arnold, president of the American Life Convention, took as the subject of his address, "Cooperation and Competition Needed." Mr. Arnold pointed out that both cooperation and competition are essential. He said that competition can become ruinous. It is necessary and has been retained in the life insurance business to a greater extent than in practically any other class of business. At the same time, the life insurance business has developed a high degree of cooperation which has been very beneficial in the past 20 years. Mr. Arnold reviewed the history of the business since the Armstrong investigation, pointing out that the cooperation be-

## IN SESSION THIS WEEK

### AGENCY CLUB IN CONVENTION

Leaders of Ohio National Life Meeting at Conneaut Lake Park, Pennsylvania

The annual convention of the Builders' Club of the Ohio National Life, the organization of leading producers of that company, was held at Conneaut Lake Park, Pa. this week. The sessions opened Monday and will continue through today. At the convention it was announced that the company is making excellent progress and is now writing over \$2,000,000 a month, expecting to maintain this pace the balance of the year.

#### Had Sales Discussions

The annual club dinner on Monday evening opened the program, the business sessions beginning Tuesday morning. The general theme of the first session was "Modern Salesmanship." W. A. Harper, president of the Builders' Club, opened the meeting with his annual address. "New Terms in Selling" were explained by N. H. Walt and a practical sales demonstration was given by A. S. McKellar and C. H. Hillemeier. Dr. H. H. Shook, medical director, spoke on "Selective Risk Application" and some average cases were presented by a number of agents led by J. R. Harper, Jr. Another banquet Tuesday evening was featured by company and agency "prophesies" given by the speakers.

#### Talk by Appleby

The general theme at the Wednesday morning session was "Building Our Business," the subject being introduced by President T. W. Appelby of the Ohio National Life. Mr. Appelby spoke from the company viewpoint in its relation to the agency organization. The details of agency building were discussed under a number of subtopics including the selection of policyholders, personal touch with policyholders, group spirit in the agency and keeping policies in force. Walter Schmitt, general counsel, discussed some legal problems and the session was closed by Paul Speicher, associate editor of the R&R publication. At the dinner in the evening the presentation of awards to the leading producers was made.

#### Will Close Today

On Thursday the general theme was "Analyzing Our Business." E. E. Kirkpatrick, superintendent of agents, spoke on "Plot." There were a number of discussions by the agents, one on "What Is a Prospect," led by W. F. MacAllister, and one on "Program in Our Work," led by J. W. Millholland. A discussion of "Keeping in the App-a-Week Club" was led by D. S. Bromley and M. E. Reed. The concluding session today will be given over to an open form discussion based on questions raised during the convention and presented in the question box.

tween the life insurance companies had removed all of the evils of the business that were prevalent prior to that legislative investigation in New York in 1905. He said that cooperation may complement the benefits of competition.

Secretary T. W. Blackburn in his annual report showed that the finances of the convention were in good condition and that the membership now comprises 137 companies, five new members having been admitted since the last meeting. He followed his formal report with a very interesting review of the early days of the American Life Convention, the conditions under which it was organized and the progress made in the past 20 years.

James W. Stevens, II, agency vice-president of the Illinois Life, spoke on "The Junior Association and Its Rela-

## HOLD ANNUAL MEETING

### PEOPLES LIFE CONVENTION

Indiana Company Has Enthusiastic Gathering of Leading Agents at Home Office in Frankfort

FRANKFORT, IND., Sept. 1.—The annual agency convention of the Peoples Life of this city was held last week at the home office. Some 125 people including officers, stockholders, directors, agents and many of their wives attended the sessions and the annual banquet. President E. O. Burget announced that the company now has \$43,000,000 insurance in force and that it will try to reach a goal of \$50,000,000 in 1927, the 20th anniversary. In this connection it was announced that the 20th anniversary would be celebrated by a convention to be held at Troutdale-in-the-Pines Evergreen, Colo., Sept. 3-11, 1927.

#### Dr. Rockwell Is Speaker

One of the most interesting sessions was that conducted by Dr. Charles J. Rockwell, formerly director of insurance in the University of Pittsburgh. Dr. Rockwell said that most agents make a mistake of assuming that life insurance is bought on its merits. This, he said, is not true. The average man judges life insurance by his own habits of mind, such as the habit of minimizing or ignoring any thoughts of death whatsoever, and by the superficial appearance of life insurance, that is by considering his premiums money put into a remote, profitless investment. Dr. Rockwell said that men can be sold on two bases. In the first place, men buy what they want, and the insurance proposition must be linked up with their personal motives, desires and peculiarities. In the second place, men buy of people they like, and hence the insurance salesman must make a good impression. He said that the life insurance agent must do his client's insurance thinking for him in terms of his personal needs.

#### Have Strong Program

The convention opened with an address of welcome by Eugene O. Burget, recently elected president of the company. John B. Stephenson, state manager in Texas spoke on "The Outlook"; Hugh S. Jeffrey, general agent in the Ft. Wayne district, "My Source of Prospects"; Thomas W. Shimp, Portland, Ind., "Selling at the Home"; F. Elmore Lee, state manager of Arkansas, "Selling at the Place of Business"; John B. Combs, special agent in Dallas, Tex., "Holding Good Will." Dr. Milton T. McCarty, medical director talked on "Putting It Over." George D. Snyder, district manager for northeastern Indiana, told how he plans his sales campaigns. William H. Ryan, state manager in Indiana, discussed "Air Pockets." Joseph G. Phipps, secretary of the company, discussed "Hidden Sales Opportunities," pointing out chances for insurance sales that are all too frequently overlooked. George M. Nettleship, state agent of California, told how he learned to sell life insurance. Other speakers were Arthur C. Louette, Milton Wyssong, Ed Hodge, Thomas M. Ryan and J. J. Hendrickson.

tion to the American Life Convention." He characterized the Junior Association as a training course for the young men who are later to take an active part in the American Life Convention. He said the primary purpose of the Junior Association is to secure a larger attendance of the younger men at the convention meetings, to help them get acquainted with each other and with the older men, and to help them prepare for the work of the future. He said that the association is not building for today, but for tomorrow.

John A. Reynolds, assistant vice-pres-

## HAD AGENCY MEETING

### LIBERTY LIFE MEN IN RALLY

Gathered at Home Office for Three-Day Session—Showed Progress of Negro Business

With a remarkably well attended meeting the Liberty Life of Chicago staged its fifth annual homecoming convention at the home office Aug. 25-27. The Liberty Life is one of the large Negro companies in the United States and it has shown a very healthy growth during the last year. One of the outstanding points at the meeting was the talk by Mrs. Beula Cyrus of St. Louis, the third Negro woman in the United States to write over \$100,000 in one year. The Liberty Life issues a special \$500 nonmedical policy, and Mrs. Cyrus wrote over half of her business on that policy.

#### Gives Sales Methods

Mrs. Cyrus outlined her sales methods. As an example, one week she will use the following approach: "Mrs. Prospect, this week we have set out to insure 40 babies with this special \$500 policy. I have already written 35 and I should like very much to have your child included in this number."

The Liberty Life has tried an interesting experiment during the past few months. It collected at random from various universities in the country 14 men who were just graduating and put them through an intensive home office course training. Their training period is now completed and they are going out into the field in the various branch offices of the company.

#### Training New Men

In discussing this subject, Dr. M. O. Bousfield, president of the company, outlined the purposes of bringing these men into the organization. He said: "In the profession and in the banking industry there are plenty of recruits. These businesses hardly need more men. Of course, in the south in smaller communities there is a need for doctors, but in the larger cities, such as Chicago, St. Louis and Detroit, there are plenty of doctors and attorneys. However, the life insurance business needs educated and trained men. It needs them badly. There is plenty of room for them. It was our purpose to bring these college trained men in, give them a thorough insight on the life insurance business and thus inject new blood into the sales force of our company. If we have hit upon the right source of material, then we have done a real piece of work."

E. H. Carry, director of agencies of the company, was in charge of the first day's proceedings. A number of very fine talks were given by various agents of the company. One of the high spots of the second day's session was a talk by Luther F. Simpkins, educational director of the company, on "Created Myths." Mr. Simpkins is doing a very fine work with the company in its educational department. His talk was full of concrete selling suggestions.

The Liberty Life has shown a very substantial growth during the last year, writing in excess of \$4,000,000 of new business.

ident of the Union Trust Company of Detroit, who has been one of the leaders in the development of the life insurance trust, gave an interesting discussion of his method of handling insurance proceeds. He pointed out the great advantages of the trust company for the handling of life insurance proceeds in its use of discretionary power to provide for all contingencies. He discussed the use of the insurance trust in connection with business insurance for partnerships or corporations, as well as for the ad-

(CONTINUED ON PAGE 11)



## CONNECTICUT MUTUAL HOLDING CONVENTION

Agents Gather at Hartford to Celebrate the Company's 80th Anniversary

### DUNHAM FIRST SPEAKER

Connecticut Commissioner Praises Record Made—Discusses Present Day Problems

HARTFORD, Sept. 1.—At the celebration which began here today in the new home office building of the Connecticut Mutual Life to commemorate the company's 80th anniversary, one of the principal speakers to address the hundreds of assembled company representatives and their friends and guests was Commissioner Howard P. Dunham. The Connecticut commissioner paid a handsome tribute to the conservatism, frugality, honesty and thorough knowledge of Connecticut insurance companies in general. In particular, he congratulated the Connecticut Mutual on its outstanding success for 80 years, remarking that it was the oldest insurance company in the state and the seventh oldest in the United States.

#### Compares Early Days and Present

Comparing the present good feeling existing between insurance companies and agents with the old days, with their bitter company wars and personal antagonisms, Commissioner Dunham spoke especially of Isaac Toucey, the company's first legal counsel, a brilliant lawyer who as governor of the state signed the articles of incorporation of the company in 1846, and who in his career was United States senator, attorney general and acting secretary of state under Polk and secretary of the navy under Buchanan.

Connecticut is proud of her insurance companies, he said. They have grown to be veritable giants in the life of this nation. The fire companies in this state have approximately \$33,000,000,000 on risks in the country and the life companies have nearly \$6,000,000,000 outstanding, while the outstanding business of the great local casualty companies cannot be easily expressed. The pre-

(CONTINUED ON PAGE 28)

## DISCUSS SALES PLANS

### OLD LINE LIFE AGENTS MET

Closing Session on Thursday Heard Charles J. Rockwell Give Selling Talk

MILWAUKEE, Sept. 1.—Life insurance and its relation to building and loan formed the principal subject of discussion at the closing session of the meeting of the agents of Old Line Life. John E. Reilly, secretary-treasurer, as chairman, opened the discussion by outlining how life insurance could be linked up to building and loan associations, and spoke briefly of the methods in use by various agents of the company. He then called on a number of the agents to give their opinion and experience with the building and loan associations.

#### Discuss Salary Savings

"Salary savings is a product of the period and it is based on the installment method of buying," said W. S. Hanley, agency secretary at the home office, in his talk on salary savings. "This form of insurance is accepted when possible without medical examinations, and the renewals are good on it. Regular contracts are issued to individuals which distinguishes the salary savings plan from group insurance, and the insurance is sold through a third party, namely, the employer, who must be sold first, and then the employee must be sold."

In outlining the methods of argument to be used to sell life insurance on the salary savings plan, Mr. Hanley stated that the agent must sell the employer on the fact that his employees are going to die some time, but when selling to the employee he should be sold on the idea of savings. The employer should be told that such form of insurance makes for satisfied employees. Prospects should be sold as though they were to undergo a medical examination. Employees who have left the employ of one firm should be followed up, as should new ones entering a plant, and the friends of the insured should be cultivated. The employer must be sold on the idea so that the agent can talk to a few individuals at one time in the plant rather than address all the employees in a group.

#### Rockwell Tells of Changes

"Life insurance has changed in the past few years, due to the appearance of a higher type of life insurance agent," declared Charles J. Rockwell, director

## MANY CHANGES SHOWN

### OBSERVATIONS ON FLORIDA

Editor Dealy Says 75 Percent of the Agencies Have Changed in Two Years

T. W. Dealy of Atlanta, Ga., head of the "Southern Underwriter," has some interesting comment to make on insurance conditions in Florida, inasmuch as he made a trip through the state visiting all the main points in order to get information for the Florida insurance directory published by his house.

He found that many agents that were operating in 1924 when the previous edition was compiled had practically given up insurance and gone into real estate. These were the men who had been in the state for some time and saw the big money that was being made in the real estate activities. Hence they sold out their agencies and paid little attention to insurance. They brokered what business they had. Mr. Dealy found that at least 75 percent of the agencies had changed in two years' time. Insurance men from other states went into Florida and purchased existing agencies. They gave most of their time to insurance but dealt in real estate on the side. Some of these have found it hard sledding and are getting back to their old stamping ground. However, most of them are still on deck and some are doing a very fine business.

of the Rockwell School of Life Insurance at Chicago. "A few years ago, life companies and agents woke up and began to ask themselves, 'What is the thing that is lost when a man dies? Is it the life or the activity of a life?' They learned that the loss was the activity of life and the capacity to produce, which money could not replace. Since that time life insurance has come to be treated as a human thing. They discovered the necessity of knowing men, their problems, and the things that affect men."

"Life insurance now studies men and not the technicalities as formerly. It is a transposition of responsibility; the responsibility which rested on the head of the family when he was living is transposed to the life insurance company after he passes away. The present standard of living has narrowed the range between the income and expenses of man, and he needs a long time to save sufficiently to provide for his family after he is gone. He can put into

## ILLINOIS LIFE AGENTS IN ANNUAL CONFERENCE

Gather at Home Office in Chicago for \$100,000 Club Session

### RAPS DISABILITY CLAUSE

President R. W. Stevens Criticizes Features of Life Policies Created to Meet Competition

Sharp criticism of the income disability clause, group insurance, and the salary deduction plan was voiced by R. W. Stevens, president of the Illinois Life, in speaking before the annual convention of the \$100,000 Club of his company. Mr. Stevens announced a sharp upward revision in the rates of the disability clause as written by the Illinois Life and gave it as his belief that the business would be much better off when this clause was entirely dropped and the life insurance companies return to life insurance as a business.

#### Product of Competition

Mr. Stevens said that all of these specialties and sidelines had been adopted by life insurance companies in the wild scramble for business. They have been adopted generally because of competition and, for the same reason, the companies are reluctant to drop them. He said that the income disability clause, which has been forced on most of the companies by competition, is not wholly in line with basically sound life underwriting. Mr. Stevens said that no one knows the actual hazard in connection

(CONTINUED ON NEXT PAGE)

life insurance policies all of his potential savings and be assured that his family will be amply taken care of after his death."

Mr. Rockwell compared life insurance to the old tribal patriarch who was the head of the tribe and watched that the young and old and the weak were cared for. The life company now does this by providing the media wherein the head of the family can store up sufficient capital for his dependents and to carry out his plans after his death.

## OFFICIALS PRESENT AT ILLINOIS LIFE AGENCY CONFERENCE



R. W. STEVENS  
President, Illinois Life



L. D. CAVANAUGH  
Vice-President, Federal Life



WALTER E. WEBB  
Vice-President, National Life, U. S. A.



E. G. SIMMONS  
Vice-President, Pan-American Life

## Write for Particulars

An old line, mutual life insurance Company with headquarters in the East needs a General Agent for *Providence, Rhode Island*, and surrounding territory where they are now not actively represented.

The Company is strong financially, almost forty years old, and issues unusually attractive policy contracts. The man they want must be a good personal producer who can also organize his territory. The agency contract is extremely liberal and Home Office co-operation excellent.

Address T-16,  
care of  
This magazine

Your communication will be treated as confidential.

## ILLINOIS LIFE AGENTS IN ANNUAL CONFERENCE

(CONT'D FROM PRECEDING PAGE)

with an income disability clause and that the question of "adequate rates" is one that has never been answered and probably will never be answered. He said that the income disability clause is inviting misunderstanding among policyholders and that in the long run the companies would be much better off to drop this feature entirely, retaining only the waiver of premium clause and the double indemnity clause. Similar objection was voiced of the group insurance and salary deduction insurance plans, Mr. Stevens stating that these were simply features to bring in more premiums. He said that volume was not the criterion of successful life underwriting, but quality of business.

### Company Officials Spoke

The annual convention of the club this year was a striking demonstration of company co-operation as found in the business today. The first day's session included the usual sales talks by the company's leading producers and addresses by the company's own officers, and also addresses by officials of two other Chicago life insurance companies and an official of a southern company. L. D. Cavanaugh, vice-president and actuary of the Federal Life of Chicago, Walter E. Webb, vice-president of the National Life U. S. A. and E. G. Simmons, vice-president of the Pan-American Life, were guests and speakers at the first session of the convention.

### Welcomed by Cavanaugh

Mr. Cavanaugh was present to make the address of welcome in place of Isaac Miller Hamilton, president of the Federal Life, who was unable to be present. Mr. Cavanaugh extended a hearty welcome to the agents from Chicago and cited this meeting as an example of the new cooperation that is seen generally in life insurance. He said that the Chicago life companies are working in harmony, as is true of all life companies throughout the country. He compared the conditions that existed in former days, even comparatively recent, when competition was so severe that cooperation was practically an unknown quantity. Today the companies are working hand in hand, though in no way checking friendly competition. They are working out the problems of the business in this way on an equitable basis. Mr. Cavanaugh spoke highly of the growth of the Illinois Life and said that all of the Chicago companies were growing rapidly.

### Tribute by Webb

Mr. Webb paid tribute to the Illinois Life and proceeded with a sales talk, suggesting the best line of development for the life underwriter to assure success. Mr. Webb spoke as a rate book carrier, as he spent his pre-executive experience in the field. Mr. Webb said that there are three kinds of men engaged in life underwriting. One kind never learns from either his own or other's experience. He does not get far in the business. The second kind learns only from his own experience. This type develops, but achieves no notable success. The third kind learns from his own experience and also from the experience of others and this is the type who is assured of success.

### Cites Essentials to Success

Mr. Webb said that the agent who desires success must have three essentials. He must have a destination. He must know where he is going and what he wants. Mr. Webb said that comparatively few have it so that the road is free and open to those who do develop this objective. The second essential is to know how to get there. The agent must know what to do next and when to do it. The third essential is financial judgment. The agent must have the money sense, will power in action, to attain the objective. Mr.

Webb said that success is the financial sense. It is financial judgment. The agent who desires success must have the money sense. He must know what to do with the dollar. Mr. Webb said that anyone in the life insurance business today can "tie a tag" on some objective within the business and, if he pays the price and exerts every possible effort, be certain to attain this objective within 10 or 15 years.

### Talk by E. G. Simmons

Mr. Simmons, also trained in the field and thus paying tribute to the rate-book carrier, said that the agents are in an enviable position. He said that the executives of the life insurance companies are not entirely their own bosses, as they must follow the orders of the board of directors. However, the agents are their own bosses. No one but the agent himself can say whether or not he will be a success in the business. Mr. Simmons said, however, that there is no other business in the world that would stand what the life insurance does. He said that the companies should seek a better standard in the agency rank. Comparing the life insurance business with other professions, Mr. Simmons pointed out the lack of a standard of efficiency in the life insurance business.

### Should Establish Standard

He said that the doctor is required to go through a long period of preparation before he is permitted to begin his practice. The lawyer does not look to the profession of law as a possible business. He cannot "try it out," going into it for a short period and dropping out if he does not like it. The lawyer must regard the law with the fixed intention of making it his life work. Mr. Simmons said the same is true of dentists, teachers or any other profession except life insurance. He said that a demonstration of the lack of preparedness among life insurance agents is seen in the expenditure of the average life insurance man on educational material that would develop his understanding of the business. He cited the example of speakers who ask an insurance audience how many pay \$50 annually for insurance educational material, receiving no reply. It was not until they go below the \$5 point that any appreciable portion of the audiences qualify.

### Cites Lapse Rate

Mr. Simmons also said that the great lapse rate of the life insurance business is another indication of the failure of the agent to properly sell the business. He said that business properly sold will stay on the books. Not only does the lapsed policyholder reduce the agent's and the company's income, but it hurts the business, the lapsed policyholder being one of the greatest foes of the company and sometimes of the business. He said that the agent should follow up every policyholder to prevent lapses. He should know the people and know his business thoroughly.

### Award Conservation Prizes

B. J. Stookey, secretary of the Illinois Life, made a talk on "Conservation" citing the record of the Illinois Life in this regard and telling of the improvement in the company's record since the inauguration of the conservation contents among the agents. Mr. Stookey awarded the conservation prizes to the winners of the year, first prize going to John L. Carey, who reported a renewal percentage of 100 percent. John M. Kelly was second with 97.5 percent, John J. Delaney was third with 95.6 percent, John G. Brinkley was fourth with 93.8 percent and Daniel B. Ryan was fifth with 93.6 percent.

### Kelly Is President

The sessions of the club were presided over by John M. Kelly, new president, who succeeded W. N. Stafford. The other club officers for the coming year are: Harry O. Hansen, first vice-president; Frank P. McCord, second vice-president; Lena H. Smith, third vice-



# THIS IS NOT AN ADVERTISEMENT

An ADVERTISEMENT is designed to PULL and PERSUADE—this is a straight statement of FACT—because we do not wish to attract the man who must be PULLED or PERSUADED to do the

things which should enable him to enjoy success—we seek a man who has the INITIATIVE—VISION and JUDGEMENT to act on facts when they reveal to him a lifetime OPPORTUNITY.

## The COMPANY

### NATIONAL LIFE INSURANCE COMPANY OF THE UNITED STATES OF AMERICA

Established 1868

ALBERT M. JOHNSON, *Chairman of the Board*

MORE THAN \$170,000,000 OF INSURANCE IN FORCE

Sanely progressive—sound management—large enough to meet every requirement, but not too large to take a personal interest in the individual field representative.

The OPPORTUNITY—The Company is represented in almost all of the forty-two states in which it is authorized to operate, but has a few openings in desirable territory—to complete our organization.

The TOOLS—The Company has a most complete portfolio of policies. Limited Endowments, Endowments at sixty and sixty-five, and up to the minute Total and Permanent Disability clause—Modified Life, Double Indemnity, and the most popular Complete Protection features—Accident and Health—in connection with Life Insurance policies.

The MAN—The man we seek has a good connection now, but is capable and ambitious beyond the limits of his present position. He is a man between the ages of thirty-three and forty-three—a man of family who has saved some money and is looking ahead and sees the real possibilities in Life Insurance Agency Organization work.

*If you are capable and striving to better yourself—write*

ROBERT D. LAY  
*President*

OR

WALTER E. WEBB  
*Vice President*

29 South La Salle Street  
CHICAGO, ILLINOIS

A PROGRESSIVE OLD COMPANY FOR AMBITIOUS YOUNG MEN

president; Peter L. Fauffer, secretary. The club membership is the largest it has been and the convention in Chicago was the best attended, President R. W. Stevens announcing that over 400 were present at the annual banquet, which closed the convention.

Other speakers at the first day's session were T. J. Henderson, agency manager in Michigan, who spoke of his experiences during a quarter century with the company, A. C. Johnson, general agent in Oklahoma, who reviewed a similar period of time with the business, and E. C. Wharf, general agent in the Wabash Valley district, who made a comparison of early days in the business and present day conditions.

James W. Stevens, 2nd, agency vice-president in his talk said that in his rounds among the agents he had always found that those who did creditable work had a feeling of satisfaction with what they had accomplished.

#### Home Made Philosophy

E. J. Hutchinson of Champaign, Ill., a philosopher and wit, left a few gems of wisdom with his hearers. Here were some of the emanations from Mr. Hutchinson's brain:

"If you don't succeed, don't kick anyone but yourself."

"If I were a millionaire, I'd still write

life insurance for the satisfaction I get out of my work.

"I have 365 holidays in every year. Selling life insurance is a pleasure to me so I am continually on a vacation.

"The man back of the rate book is the real life insurance force. It is up to him to make the wheels go round.

"It is one's own fault if he does not succeed in writing life insurance. He cannot lay the blame to anyone else."

#### Mrs. L. E. White's Address

Mrs. L. E. White of Geneva, Ill., stated that women who are seeking an independent income these days are on the same plane as men. She believes that there is a big field for women in selling life insurance. She stated that many agents find that the first year's income from their work in selling insurance is as large or larger than they had earned in other capacities. Many women, Mrs. White said, are able to save some money out of their earnings and find life insurance a scientific and compulsory plan that is effective. The appeal is universal. Business and professional women, she said, are buying life insurance realizing its value. Mrs. White declared that women are particularly adapted to sell life insurance to women.

H. F. Coonrood of Butler, Mo., and his brother, W. L. Coonrood of War-

rensburg, Mo., conduct an agency largely composed of former school-teachers. The Coonrood boys themselves formerly taught school. H. F. Coonrood at the agency convention told about teachers as prospects. He said that almost every teacher in his county was a prospect when he started to solicit the class. Teachers are interested in building an income for old age. He said it is possible to get a list of all the teachers in a township or county. Then a map should be secured showing the location of every schoolhouse. He said in his agency there were 1879 teachers who have been insured for a total amount of over \$2,000,000. He said that teachers themselves make good prospects for agents. In his agency there are 10 people who have been teachers. He said that 85 percent of the business on the books in the Coonrood agency was written by former teachers.

#### Had Sales Demonstrations

The last session of the convention was largely a sales demonstration, actual platform demonstrations being given by G. H. Millage of Michigan, W. L. Coonrood, district manager of the southwestern department, and C. L. Grimes, special representative in the southwestern department. Following these sales demonstrations, there were

talks by three of the home office officials, H. T. Martin, counsel for the Illinois Life; J. F. Williams, vice-president, and President Stevens. Mr. Martin analyzed the contingent beneficiary clause and told of the importance of this feature in properly fitting the life insurance policy to the needs of the prospect. Mr. Williams, who was formerly actuary of the Illinois insurance department, spoke on "From the Inside Looking Out," telling of his viewpoint of the life insurance business and the Illinois Life, both from his present position and from his former connections in the insurance department. Mr. Stevens in his discussion of present day underwriting urged the return to normalcy and simplicity in life underwriting, pointing out that the wild scramble for volume and the addition of frills to the policy offerings did not add to the tone of the business.

#### Announce Convention Plans

Mr. Stevens also announced the plans for next year's agency convention, which will be held in the north woods instead of at the home office. The \$100,000 Club will hold its annual meeting the first week in September in 1927 in the north woods of either Wisconsin or Michigan. The qualifications for the club will be increased, \$125,000 being required to qualify the agent and \$200,000 to qualify both agent and his wife.

O. H. Augustine of the Chicago office, one of the leading producers of the company, gave a "pep" talk in which he painted a brilliant picture of the opportunities in the life insurance business and summed up some of the essentials for the agent who anticipates actual success. One thing pointed out by Mr. Augustine was that no agent will achieve any great success if he does not evidence dissatisfaction constantly. That is, he must never be satisfied with his past accomplishments, but always set before him a higher and bigger goal. J. M. Kelly, president of the club, concluded the session with a talk of his underwriting experiences and prospects during the coming year. Mr. Kelly is one of the company's leading producers, having paid for \$2,000,000 personally last year, writing 11 policies for \$100,000.

#### Lincoln Liberty Life Convention

The sixth annual agency convention of the Lincoln Liberty Life brought men from three states to the company's headquarters. Outstanding addresses were those of W. E. Barkley, treasurer, who spoke of the safety of old line insurance from the standpoint of the financier; Gurdon W. Noble, state manager New England Mutual Life, Omaha, and C. J. Campbell, Lincoln attorney. Charles M. Keefer, state manager Kansas Life, recited original poems with life insurance as the general theme.

Others on the program were Alvin T. Spikes, Hutchinson, Kan.; C. M. Bosley, Palisade; E. E. Messenger, Independence, Mo.; Roy H. Dunn, Falls City; I. G. Leuellen, Elkhart, Kan.; R. R. Pierce, Kansas City, and Den Hunt, Ira Crook, Charles VanPatten, C. E. Burton, H. L. Schwenker, J. W. Wilson, F. J. Siek and C. E. Dalling, all of Lincoln. Medical Director Walker also spoke.

#### Maryland Life Contests

C. C. Clabaugh, secretary and general supervisor of the Maryland Life, recently conducted a contest for his agents, offering cash prizes based on the amount of business turned in by them in a month's time. First prize was won by Agent Chapman of Virginia, and the second was awarded to Agent Cowper of North Carolina. The remaining seven prizes were distributed as follows: Watson, Georgia; Poole, North Carolina; Hill, Georgia; Burgess, Virginia; Groom, South Carolina; Holderby, North Carolina, and Webb of Georgia.

The campaign was so successful that another was launched in honor of President Rose. The contest started Aug. 23 and will end Oct. 31. Business must be paid for by Nov. 15 and prizes will be awarded a short time after this date.

## TRADITION

Just as the vital events in a nation's history are mellowed by time and softened for fleeting generations, so are the outstanding performances of an organization molded into lasting traditions which it bequeaths to posterity. When these performances are for more than the mere benefit of the institution itself—for the general good of an entire group of organizations, in fact—then they attain to a new dignity and a new significance.

Traditions are the golden heritage a noteworthy past transmits to an appreciative present—the eternal monuments erected on the field of yesterday as an omen of the progress of today and a harbinger of the victories of tomorrow.

**AMERICAN CENTRAL LIFE INSURANCE COMPANY**

OLD LINE LEGAL RESERVE

INDIANAPOLIS

ESTABLISHED 1899





# 99%

Of all applications accepted. Would these facilities for placing insurance interest you?

### Our 1925 experience:

Policies issued as applied for, more than 93%.

Policies issued on modified basis, 5%.

Actual rejections, less than 1 3/4%.

Many of the 1 3/4% rejections can now be written on the Company's Personal Life Income policy for rejected risks, bringing acceptances up to 99%.

Actual to expected mortality, 39%.



**General Agent Wanted for Pittsburg, Pa.**

*Other good openings. For information address:*

**The Ohio National Life Insurance Company**  
CINCINNATI, OHIO

T. W. Appleby  
President

E. E. Kirkpatrick  
Sup't of Agents



### OPENINGS AT

Eureka, Calif.  
Fresno, Calif.  
Santa Barbara, Calif.  
Fort Wayne, Ind.  
Indianapolis, Ind.  
South Bend, Ind.  
Springfield, Ind.  
Terre Haute, Ind.  
Burlington, Iowa  
Pueblo, Colo.  
Denver, Colo.  
Grand Rapids, Mich.  
Cincinnati, Ohio  
Columbus, Ohio  
Dayton, Ohio  
Springfield, Ohio  
Enid, Okla.  
Amarillo, Texas  
El Paso, Texas  
Cheyenne, Wyo.  
Richmond, Va.  
Roanoke, Va.  
Wenatchee, Wash.

## "Underwriters—Notice"

"POOR RICHARD" said—

"All that glitters is not gold."

Promises and Percentages may be made to "glitter"—BUT

The real gold that an Agency contract puts into your pants pocket is the real measure of that contract.

DURING RECENT YEARS  
THE RENEWAL INCOME  
PAID MINNESOTA MUTUAL  
AGENTS AVERAGED APPROXIMATELY—

1. For Agencies less than five years old \$3,500.
2. For Agencies up to seven years old \$6,000.
3. For Agencies over ten years old \$25,000.

REMEMBER THAT'S JUST RENEWALS!!!!

These men know how real gold glitters—and they know it paid them to get and keep an Agency contract that is right.

*For one like it write*

**THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY**

ST. PAUL, MINNESOTA

*Now a \$125,000,000 company*

# Central States Life Insurance Company

St. Louis, Mo.

### Agency Openings in

ARKANSAS  
CALIFORNIA  
COLORADO  
FLORIDA  
IDAHO  
ILLINOIS  
KANSAS  
MINNESOTA

MISSOURI  
MONTANA  
NEBRASKA  
NEW MEXICO  
OKLAHOMA  
SOUTH DAKOTA  
TEXAS  
UTAH

WYOMING

All Ages up to 65.  
Participating and Non-Participating.  
Standard and Sub-Standard.  
Disability and Double Indemnity.

**ASSETS: \$7,000,000**

**INSURANCE IN FORCE: \$70,000,000**



## You Can Double Your Production

The theory that direct mail advertising cannot help life insurance men in the writing of business has been exploded.

The experience of a number of large life insurance companies using direct mail advertising conclusively proves that carefully planned direct mail advertising makes it possible for the field force to double their productions.

Our direct mail co-operation is only one feature of our service to our agents.

The National Savings Life has openings in Kansas, Illinois, Missouri, Arkansas, and Texas for live producers. It will pay you to discuss this matter with us.



**The NATIONAL SAVINGS LIFE INSURANCE COMPANY**

HOME OFFICE  
WICHITA, KANSAS

LITTLE ROCK, ARK.  
ST. LOUIS, MO.

Branch Offices

ST. JOSEPH, MO.  
DALLAS, TEXAS

## Eliminate Lost Motion

Success in Insurance salesmanship comes not only through hard work but through a knowledge of HOW to work and what to say.

Blind canvass will of course get some business, but the big producers of today are interviewing men they know need and want Insurance.

Our Sales Planning Department eliminates the lost motion in the salesman's daily work. The results are leads for Insurance among people who have asked for information about our policies. Let us tell you more about our plan.

## PAN-AMERICAN SERVICE

includes:

*Educational Course  
Sales Planning Department  
Unexcelled Low-cost of Life Policies  
Substandard Policies for Under-average Lives  
Child's Educational Endowment Group Insurance  
All Forms of Accident and Health Insurance*

WE HAVE A FEW ATTRACTIVE GENERAL AGENCY OPENINGS FOR MEN NOT AT PRESENT ATTACHED

### ADDRESS

E. G. Simmons, Vice-President and General Manager

## PAN-AMERICAN LIFE INSURANCE CO.

New Orleans, U. S. A.

Crawford H. Ellis, President

## PROGRAM FOR LIFE UNDERWRITERS INTERNATIONAL CONVENTION IS OUT

THE program for the international convention of the Canadian and National Associations of Life Underwriters, to be held at Atlantic City, Sept. 15-17, has been completed. There may be a few changes made, but the program in the main will be announced as herewith. The convention headquarters will be at the Hotel Traymore. All sessions except sectional meetings will be in the music hall on the steel pier. The convention proper will be preceded by the annual meeting of the executive committee of the National association, which will be held at the Hotel Traymore, Tuesday, Sept. 14 at 9 a. m. (daylight saving time). The program for the regular sessions is as follows:

### Wednesday Morning, Sept. 15, 9:15 a. m. Music Hall—Steel Pier

The general theme of the convention is: Raising the Standards of Life Through Life Insurance.

Chairmen of the Session: Frank L. Jones, President National Association of Life Underwriters, and A. L. Petty, President Life Underwriters Association of Canada.

Word of Welcome. By A. B. Kelley, President, Philadelphia Life Underwriters Association, and Miss Sara L. Miller, President of the Atlantic City Underwriters Association.

Opening of Convention by President Frank L. Jones, and felicitations to the Life Underwriters Association of Canada. Response to President Jones on behalf of the Life Underwriters Association of Canada by President A. L. Petty.

Life Insurance and Social Progress. By Darwin P. Kingsley, President New York Life.

Life Insurance and Economic Progress. By Julius Barnes, President Barnes-Ames Co., New York City.

Life Insurance and National Progress. Speaker to be announced.

### Wednesday Evening, Sept. 15, 7:45 p. m.

All Star Producers Session. Chairmen: Paul Clark, Vice-President National Association of Life Underwriters; John William Clegg, Chairman of Executive Committee, National Association of Life Underwriters.

Note: The morning session was devoted to the general convention theme, "Raising the Standards of Life Through Life Insurance." The night program considers practical methods of carrying the message of life insurance to the public so it may become available for raising the standards of life. No speaker was invited to participate in this evening program who had not paid for at least a half million dollars per year.

Carrying the Life Insurance Message to the Country Man. J. S. Maryman, Little Rock, Ark.; Ralph S. Trubey, Fargo, N. D.

Carrying the Life Insurance Message to the Town Man. Norman H. Hill, Williamsport, Pa.; William H. Beers, Rochester, N. Y.

Carrying the Life Insurance Message to the Woman. Mrs. Ida K. Golden, New York City; Mrs. G. A. Ralls, Houston, Tex.

Carrying the Life Insurance Message to the City Man. Charles C. Gilman, Boston, Mass.; Lawrence Priddy, New York City.

### Thursday Morning

Chairmen. A. B. Kelley, President Philadelphia Life Underwriters Association, and William May, Jr., Vice-President Life Underwriters Association of Canada.

Note: In order most effectively to raise the standards of life through life insurance the three great factors which constitute the institution of life insurance, the company, the agent and the policyholder must work together. Outstanding men representing each of those three viewpoints present this morning's program.

The Company, the Agent and the Policyholder from the Viewpoint of the Company. By D. E. Kilgour, Actuary North American Life of Canada.

The Company, the Agent and the Policyholder from the Viewpoint of the Company. By Alfred Hurrell, Vice-President Prudential.

The Company, the Agent and the Policyholder from the Viewpoint of the

Agent. By Chester O. Fischer, General Agent, Massachusetts Mutual Life, Peoria, Ill.

The Company, the Agent and the Policyholder from the Viewpoint of the Policyholder. By Congressman Martin L. Davey of Ohio.

Life Insurance and Public Health. By Dr. Lee K. Frankel, Second Vice-President, Metropolitan Life.

### Thursday Afternoon, 1:30 p. m. (Music Hall—Steel Pier)

Chairmen: Don Sterling, Vice-President, National Association of Life Underwriters, and J. E. Williams, Secretary of the National Association of Life Underwriters.

Note: If life insurance is to fulfill its great mission of raising the standards of life, it must be more widely and adequately distributed, and this can be done only through a more efficient selling process. This afternoon's program takes up for helpful discussion some of the practical problems with which the underwriters must daily contend.

Raising the Appreciation of Life Insurance by Improved Sales Service. By Chas. J. Rockwell, Director Rockwell School of Life Insurance.

Improved Equipment and Practices. a. Need and Value of a Well Rounded Training. By C. C. Day, Oklahoma City, Okla.

b. Direction and Regulation of Efficiency. By Raymond G. Gregory, New York City.

Improved Quality of Service. a. Learning the Needs of Clients. By Miss A. Bertha Concannon, Pittsburgh, Pa.

b. Making Life Insurance a Service. By Russell A. King, Chicago, Ill.

Improved Methods of Presentation. a. Making the Interview Cooperative. By Frank M. See, St. Louis, Mo.

b. Understanding Your Client. By N. E. Ellsworth, Washington, D. C. Summary and Close.

### Thursday Afternoon, 2:30 p. m.

(Daylight Saving Time)  
(Rose Room, Hotel Traymore)  
Managers' Group Conference.  
Chairman: John Marshall Holcombe, Jr., Manager Life Insurance Sales Research Bureau.

Securing Agents. By Miss B. B. Macfarlane, New Orleans, La.

Selling the Job to the Prospective Agent. By James A. Fulton, Vice-President Continental Life of Delaware.

Training the New Man. By Paul F. Clark, Boston, Mass.

Building a New Agency. By C. W. Peterson, San Francisco, Cal.

Doing Our Best to Get the Best. By Milton L. Woodward, Detroit, Mich.

The Significance of the Job of the Manager. By William May, Jr., Toronto, Canada.

### Thursday Afternoon, 3:30 p. m.

(Belvedere Room, Hotel Traymore)  
Chairmen: J. S. Williams, Executive Secretary, Cleveland Life Underwriters Association; William A. Searle, Assistant to the President of the National Association of Life Underwriters.

Arranging Meetings. Scheduling of speakers—making sure the talk will fit—state speakers—bureaus—in-between meeting for instruction—romps and picnics. Harvey Weeks, Buffalo, 3 minutes. Charles C. Gilman, Boston, 2 minutes. Discussion, 5 minutes.

Establishing a Public Contact. Organization of local speakers' bureaus—cooperative advertising—common interest meetings—insurance plays—essay contests—public insurance information bureau. N. E. Ellsworth, Washington, D. C., 10 minutes. Warren S. Parks, Rochester, N. Y., 2 minutes. Discussion, 8 minutes.

Service to Members (aside from meetings). Copies of addresses—rate book file—library—business or field practice committee—selling aids—contract sheets—service to managers. C. A. Wolfram, Cleveland, O., 10 minutes. C. C. Day, Oklahoma City, Okla., 2 minutes. Discussion, 8 minutes.

The Value of a Fixed Program of Work. What it means as an aid to accomplishment—opportunity for participation in activities by members—how it helps to sell memberships. J. Stanley Edwards, Denver Colo., 5 minutes. Discussion, 5 minutes.

The Mechanics of Running an Asso-



elation. Forms—notice—follow-ups—stenographic and clerical help—publicity—collection of dues. W. Curtis Knox, Rochester, N. Y., 5 minutes. W. C. Murray, Harrisburg, Pa., 3 minutes. Discussion, 3 minutes.

What Are Proper Dues for a Local Association? Why? Why an association should operate under the budget plan—solicitors' dues—managers' dues—how pay—the "tie-up" of budget to fixed program of work—standard program and standard dues. E. B. Hamlin, Cleveland, O., 10 minutes. R. E. Myer, Elmira, N. Y., 5 minutes.

Cooperation With the National Association. Use of National's bulletin service—sale of books—what can National add to its present service? Frank L. Jones, Indianapolis, Ind., 10 minutes. Otis E. Logan, Indianapolis, Ind., 2 minutes.

General Discussion and Questions. William A. Searle in charge.

#### Thursday Evening, 7 p. m.

Annual Banquet at Hotel Traymore. Speakers to be announced later.

#### Friday Morning

Chairmen: Presidents Jones and Petty, and Frederick G. Pierce, Chairman, Committee on Convention Arrangements.

Note: Life insurance will fall of its purpose of raising the standards of life unless the settlements under life insurance policies are wisely arranged. The program this morning, therefore, deals with the important question of insuring that the insurance fulfills its mission.

Income Arguments as Aids to the Salesman. By George H. Harris, Sun Life of Canada.

Programming. By George B. Van Arsdale, Superintendent of Educational Department, Equitable Life of New York. Raising the Standards of Life Through Life Insurance. By Dr. S. S. Huebner, Professor of Insurance of the Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia.

#### Canadian Commissioners' Meeting

The annual conference of the Association of Superintendents of Insurance of Canada will be held at Victoria, B. C., Sept. 21-24. The topics for discussion which apply to all lines of insurance include agents licensing legislation, uniform annual statement blanks, uniformity in policy forms, central deposit legislation and a general review of recent legislative enactments.

The principal topics of interest to the life companies are the application of sickness and accident legislation to casualty benefits in life contracts, assessment plans—life insurance clubs, legislation, and deposits by fraternal societies. There will also be an address by a representative of the Canadian Life Officers Association.

#### Close Sales Conference Series

With the sales congress in Detroit, Aug. 27-28, the Business Men's Assurance has closed what has been by far its most successful series of district conferences. Fourteen of these have been held, the largest being at Seattle.

The first training school of the fall season will be held in the home offices for two weeks beginning Sept. 20. Twenty-five salesmen are expected.

#### Writes \$1,000,000 Policy

A life insurance policy for \$1,000,000 has been written on the life of Ery Kehaya, president of the Standard Commercial Tobacco Company of New York. The policy was placed by Alexander Kehaya, being distributed among the Equitable Life of New York, the Mutual Life of New York, the New England Mutual, the Fidelity Mutual and the Guardian Life.

#### Special Campaign for Tucker

An intensive selling campaign in honor of A. C. Tucker, president of the Royal Union Life, during September was announced this week. September was chosen because it is Mr. Tucker's birth month, his anniversary being Sept. 9. No definite goal has been set, but every agent will participate.

# ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

## The Ideal Agency Officer

THE ideal agency officer is one who knows his company from the ground up—thoroughly knows and has confidence in his superior and fellow officers, and having this information and this intimate acquaintance is willing to stand by that company and those officers just as loyally and steadfastly as though he himself was personally and solely responsible for every existing condition and every action taken.

He must be a sincere man, a man who in his dealings with agents has the ring of sincerity and fair dealing, showing equal favor to all and unequal opportunities to none.

He must be deeply appreciative of the difficulties which confront the man behind the rate-book, and from the well of his own practical experience and knowledge be able to counsel wisely and advise intelligently on all the multitude of big and petty problems and disputes which are forever coming up in an active agency organization.

He must be a man of quick and positive decisions, and his oral promise once given must be as binding as though reduced to writing.

He must be intimately acquainted, but not grossly familiar, with his agents.

He must be big enough to frankly acknowledge such mistakes as he may make, to take upon his own shoulders a great part of the blame for an agent's lack of success, and so constituted temperamentally as to be burdened without irritation with the thousand and one little complaints and troubles of the men who compose the agency organization.

In brief, the successful head of an agency department is the "Little Father" of the organization, and upon his patience, forbearance and good counsel, and the degree of respect and confidence he enjoys of the men under him, depends the success and the strength of the producing force.

From address of R. W. STEVENS, President, Illinois Life Insurance Co., Before Life Agency Officers Association, Chicago, November, 1925.

# Illinois Life Insurance Co.

CHICAGO

JAMES W. STEVENS, Founder

Greatest Illinois Company

1212 Lake Shore Drive

The Illinois Life is The Dean of the Illinois Legal Reserve Companies

## Life Conservation Service

JOHN HANCOCK MUTUAL LIFE  
INSURANCE COMPANY

### "CONTROL"

*Rules for Safe Driving*

*The Best Booklet we have seen for  
automobile drivers and owners*

Gives an incentive to Road Courtesy and a Fair  
Attitude toward the Other Fellow

If you own or drive a car, and would be inter-  
ested to have a copy of the booklet "Control"  
you may have one by addressing the Inquiry  
Bureau.

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

## ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

*Offers an unexcelled line of policy contracts.  
Our juvenile policies, written on children as  
young as one day old, go in full benefit auto-  
matically at age 5 without re-examination.*

*Our special low rate policies to business and  
professional men are fast sellers.*

*We write women on equal basis with men.*

*Splendid agency openings are now available.*

*Write William Koch, Vice President and  
Field Manager.*

## ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

A. C. Tucker, President

## HAVE STRONG PROGRAM

### GENERAL AGENTS WILL MEET

Aetna Life Announces Details of An-  
nual Session at Hot Springs, Va.,  
Sept. 7-11

The Aetna Life has published the  
program for its annual general agents'  
conference, which will be held at Hot  
Springs, Va., Sept. 7-11. The program  
for the business sessions is as follows:

#### Tuesday, Sept. 7

Afternoon Session, Morgan B. Brainard  
Presiding  
Welcome, Mr. Brainard.  
Response from Field, W. R. Harper.  
Conference Keynote, Mr. Luther.  
Review of Field Training Schools,  
Mr. Gravengaard.  
Agency Schools—Chicago Plan, H.  
K. Schoch.  
Agency Schools—Los Angeles Plan,  
O. H. Martisen.  
Comments from the Casualty Depart-  
ment, Mr. Mooney.  
Open Discussion.

#### Wednesday, Sept. 8

Morning Session, John A. Bassford  
Presiding  
Group Singing.  
The Job of the Supervisor in Train-  
ing, Mr. Schriver.  
The Job of the Supervisor in the  
Field, H. D. Hart.  
Securing Supervisors, F. L. Wells.  
Training and Compensating Supervi-  
sors, W. M. Hammond.  
Supervision in the Average Agency,  
F. D. Crawshaw.  
How Long and in What Should an  
Agent Be Supervised? S. T. Whatley.  
Open Discussion.

#### Afternoon—Golf

Evening Session, Mr. Dallas Presiding  
Underwriting, Mr. Slimmon and Mr.  
Pelton. Discussion.  
Group Insurance, Mr. Griffith. Dis-  
cussion.  
Claim Service, Mr. Bidwell. Discus-  
sion.

Agency Contracts, Mr. Fay. Discus-  
sion.

Open Forum—Question Box.

#### Thursday, Sept. 9

Morning Session, Hugh D. Hart  
Presiding  
Group Singing.  
How Much Can a General Agent Af-  
ford to Spend to Secure an Agent—and  
How? Gordon H. Campbell.  
How I Get Men into the Business,  
R. H. Keffer.  
How I Recruit Agents, J. P. Graham.  
Agency Meetings, H. W. Kavel.  
Contact of General Agent with Men  
in the Field, J. A. Wood.  
Open Discussion.

#### Afternoon—Golf

#### Friday, Sept. 10

Morning Session, E. H. L. Gregory  
Presiding  
Group Singing.  
Group Insurance as a Means of De-  
veloping an Agency Organization, R. S.  
Edwards.  
Accident and Health Insurance from  
the Standpoint of the Home Office, Mr.  
Keith.  
Accident and Health Insurance in My  
Agency, R. P. Baird.  
Statistical Maps, J. M. Holcombe.  
Our Investment Policy, Mr. Brewster.  
Agency Building and Better Business,  
Mr. Place.  
Open Discussion.

Afternoon Session, Mr. Luther  
Presiding  
Group Singing.  
Retail Credit, Walter Hill, Vice-Pres-  
ident Retail Credit Co.  
Term Conversion Rules, Mr. Dallas.  
How a General Agent Can Make the  
Best Use of Our Literature, Mr. Pick-  
ering.  
Agency Cooperation and Home Office  
Routine, Miss Bills.  
Plans for Next Year.  
Dinner—Ensemble.

## BIG CONVENTION HELD

### HAD INSTRUCTIVE ADDRESSES

Agents of Central Life of Illinois  
Attend Annual Meeting at  
Home Office

Agents of the Central Life of Illinois  
gathered at the home office in Chicago,  
Aug. 30-31 for the annual convention of  
the company. The meeting opened with  
an address of welcome by W. H. Hine-  
baugh, president. Dr. T. W. Burrows,  
medical director, followed with a talk  
on "Medical Selection." Vice-President  
Charles Nadler, who is in charge of the  
home office conservation methods, gave  
a talk on "Conservation Work." This  
was followed by a talk by Thomas Gal-  
braith, actuary of the company.

#### Discusses Insured Savings Plan

The afternoon session which was an  
agency meeting, was presided over by  
W. Rolla Wilson, vice-president and  
agency manager. A number of talks  
were given by agents and general  
agents. H. A. Venard and H. H.  
Scotfield, general agents in Chicago,  
gave a very comprehensive outline of  
their method of working the insured  
bank savings plan. Mr. Scotfield said:  
"The public is schooled to the instam-  
ent buying plan. When I approach  
a man I do not start to talk to him or  
explain my proposition until I have  
asked his permission and he has given  
it to me. I show him that 50 to 75  
per cent of the savings accounts that  
are started fizzle out because there is  
no definite goal in view. I use a simple  
diagram and my sales talk appeals both  
to the eye and to the ear. The big  
point I make is that there is no penalty  
to this savings plan. You can draw  
your money out any time you like. It  
is not like buying an automobile or  
buying a piece of real estate where you  
simply have to go through with the  
contract."

#### Secures Good Agents

Mr. Venard spoke about the advant-  
ages of the plan to the insurance com-  
pany saying that the insurance involved  
in the bank savings plan is the same  
kind that the companies are now writ-  
ing as nonparticipating ordinary life.  
The company is bound to get a good  
class of agents because both the in-  
surance company and the bank scruti-  
nize the salesmen very closely. If a  
man is actually going out and repre-  
senting the bank, it does not want to  
have any men who will cast a shadow  
on the reputation of the bank. The  
man selling the insured bank savings  
plan has a much better approach than  
the regular agent.

The bank likewise gets many ad-  
vantages from this class of business.  
First of all it gets good advertising.  
Next it stabilizes the old accounts and  
brings in a great number of new ac-  
counts. The lapse ratio in the insured  
savings account is much lower than the  
ordinary account. Mr. Venard said  
that most people sidestep the insurance  
man. Even though the insurance man  
is as necessary as the undertaker,  
nevertheless people look on the insur-  
ance man to some extent at least as a  
man who is going to bother them and  
yet a man representing a bank can get  
right in.

#### Does House to House Work

W. A. Erckenbrack, general agent in  
South Dakota made a short talk. Mr.  
Erckenbrack has written an application  
a week for 234 consecutive weeks. A  
very fine talk was given by W. L.  
Wilson, general agent in Minnesota,  
his principal theme being that the life  
insurance man should create business  
and be clever enough to close it. Wal-  
ter F. Fruland, assistant agency direc-  
tor of the company was introduced.  
Luverne Sigmond, general agent in  
Iowa, has increased his business 70 per  
cent in July and 80 per cent in August



by using very careful sales plans. He has now adopted a house to house canvass and is using the gift system similar to that used by the Fuller Brush Company and other large organizations. Mr. Sigmond then goes from house to house and presents the housewife with a small gift and naturally he gets the information necessary. Mr. Sigmond said that he allows his policyholders to pay on the monthly plan if they choose by taking the annual premium and adding to it 6 per cent and dividing it by nine. Thus the policyholder is always three months ahead on his payments.

#### Good Talks at Banquet

At the banquet held the first evening a number of very fine talks were given. James M. McGovern, state agent of North Dakota and president of the \$200,000 Club, gave a talk on "The Trials of a Salesman." General Agent C. R. Corrick of Cedar Rapids, Ia., spoke on "What's the Matter With Iowa?" John Hall Woods, advertising manager of the Great Northern Life of Chicago, gave a very fine talk on "Nose for News" in life insurance business. Other speakers on the program were N. L. Shultis, Cleveland, O., manager of the Assured Thrift Corporation; S. B. Bradford, secretary of the Central Life, and W. Rolla Wilson, vice-president and agency director.

### ADAMS IS INSTALLED AT DETROIT MEETING

(CONTINUED FROM PAGE 2)

ministration of the life insurance estate for the family of the deceased.

Frank W. McAllister, general counsel Kansas City Life, discussed life insurance trusts, saying that the life insurance company is not adapted to the administration of trusts. He pointed out that the word "trust" is very frequently misused even in life insurance contracts and that an entirely false impression is frequently given. He said that, tech-

nically speaking, a trust implies discretionary power of the trustee and that in spite of such terms as "trust" and "trust agreement," the average agreement written by the life insurance company is merely a promise to pay certain sums at certain times, and is no more a trust agreement than an ordinary note. The life insurance company is not fitted for trust work because it is usually national in scope whereas the trust must be administered by officials of a local organization who can maintain close touch with the cestui que trust. He pointed out that the life insurance company, in endeavoring to enter the trust field, may subject itself to long and complicated litigation.

#### Discusses Canadian Legislation

Some of the aspects of Canadian legislation were discussed by R. Leighton Foster, superintendent of insurance of Ontario. Mr. Foster traced the development of life insurance legislation and supervision in the Dominion, describing the conflict between federal control and provincial control. A very interesting part of his address centered about the present movement towards uniformity in life insurance legislation throughout the provinces. The uniform life insurance act has been adopted in eight out of the nine provinces within little more than a year. He said that all interested parties in Canada have agreed that they will resist all attempts to secure amendments to the uniform law in individual provinces until the suggested amendment has first been reviewed by the Conference of Commissioners and the Association of Superintendents of Insurance. Uniformity and legislation is a great advantage for all concerned, the companies, the agents, the public and the supervising officials and courts.

#### Criticizes Evil Practices

Fred M. Sanders, secretary of the Bankers Life of Nebraska, criticized some of the present-day practices in the mad race for applications. He said that in the endeavor to establish a new rec-

ord each year for volume of business, the companies have been losing sight of the principles upon which they were founded. He emphasized the fact that the policyholders' interest should be the predominating consideration in all company activities, and that greater care should be exercised in the investment of the money held in trust for policyholders and beneficiaries, and also in the expenditure of the funds so that the maximum of sound insurance may be given to the policyholders at the minimum cost. He urged that company officials give more attention to educating the agents to sell on the merits of insurance rather than on the features and frills of new policies which the companies are continually putting out.

#### Lists Agent's Qualifications

W. T. Grant, president of the Business Men's Assurance, speaking on "The Life Insurance Salesman of the Future," listed the qualifications which he regarded as necessary for success in life insurance salesmanship and which he predicted would be required of all salesmen in the not far distant future. He regarded courage as the outstanding essential and showed how the development of the other qualities that make for success depend upon it to a great extent. He also reviewed briefly the immense forward strides made by life insurance in recent years and held that there are even greater possibilities ahead for the salesmen of the future.

#### Warns Against Dangerous Tendencies

Frank P. Manly, president of the Indianapolis Life, in an address on "Safety and Conservatism in Life Insurance" sounded a powerful warning against some of the present tendencies in the business. He warned against the danger of life insurance companies becoming owners of too many buildings because of a deflation in building prices and consequent shrinkage in values, just as they become owners of thousands of undesired farms through a deflation in farm values, although a few years

ago farm mortgages were looked upon as prime investments. He spoke of the danger in the building of magnificent homes by small companies with the resultant investment of a disproportionate share of their assets in one home office building. He pointed out other dangerous tendencies and quoted several prominent insurance men to the effect that it behooves insurance companies to watch their conduct, to build on a basis of quality instead of size based on the mad scramble for business, lest there should be another investigation similar to the Armstrong investigation in 1905.

#### Moore Gives Address of Welcome

A. F. Moore, secretary of the Michigan Mutual Life, read the address of welcome on behalf of the Detroit companies, prepared by President J. J. Mooney, who is confined to his home with illness.

Gordon Campbell, vice-president and secretary of the Board of Commerce, spoke a greeting from the Detroit business interests at the banquet Wednesday evening. Claris Adams, the new convention secretary, presided.

### LEGAL SECTION HELD ITS ANNUAL MEETING

(CONTINUED FROM PAGE 1)

the public reason to be suspicious of the actions of the companies.

#### Liability to Agents Studied

Fred H. Aldrich, general counsel for the American Life of Detroit, gave an address on the application of the employers liability acts in the various states to the soliciting agents of life insurance companies. Mr. Aldrich, after a deep study of the question, stated that he was unable to arrive at any definite conclusion from the meager precedent thus far established. He said that his company now has a case in the Michigan court which has thus far been decided against the company, but which is still on appeal and he is

The Buffalo  
was the Indians'  
'Income'



IT furnished him food,  
clothing, shelter, fuel  
and thongs—  
Five Essentials.

The Farmers & Bankers  
plan also gives five essentials  
to local prosperity—

You bank locally. We invest it  
in the territory we serve. These  
investments build your community—Your client prospers and in  
turn invests in more insurance.

Write for our cooperative plan.

The Farmers & Bankers  
Life Insurance Company

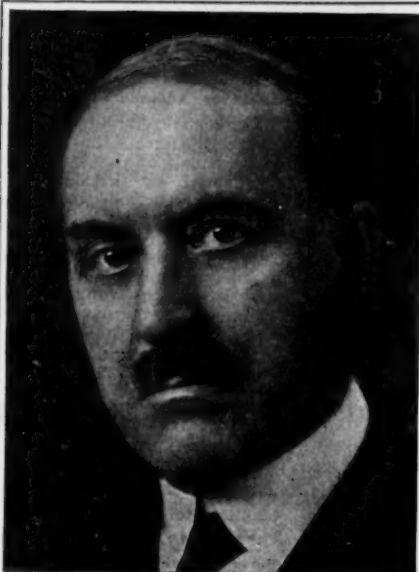
H. K. Lindsley  
PRESIDENT

J. H. Stewart  
VICE PRESIDENT

Frank B. Jacobshagen  
SECRETARY

WICHITA, KANSAS

## Back of NORTHWESTERN NATIONAL *A Strong Board of Directors*



**NORTHWESTERN  
NATIONAL LIFE  
INSURANCE CO.**  
O. J. Arnold, Pres.  
Minneapolis

### THOMAS F. WALLACE

**T**HE Farmers & Mechanics Savings Bank of Minneapolis is an unusual institution. It accepts savings accounts only, and is mutual—a very unusual plan of organization in the West. With \$53,000,000 in resources it stands as one of the largest savings banks in the United States—the largest between Cleveland and San Francisco. The active management of this institution is under the direction of Thomas F. Wallace, Treasurer. Mr. Wallace practiced law very successfully in Minneapolis from the time he received his law degree from the University of Minnesota in 1896 until 1918, when he was called upon to assume his present position. He is president of the Savings Bank Section of the American Bankers Association. He was elected to the Board of Directors of Northwestern National Life in 1924, and is a member of its executive committee.

*This is Number 8 of a series of nine advertisements on the Board of Directors of Northwestern National Life. Each member has been eminently successful in business, and each is in close touch with the affairs of the Company, taking an active part in its management.*

## LOUISIANA STATE LIFE Insurance Company

HOME OFFICE  
SHREVEPORT, LA.

### WHY NOT BECOME A GENERAL AGENT?

Many successful agents outgrow their present duties, and continue as sub-agents only because no opportunity is given for promotion.

In the states of Alabama, Arkansas, Louisiana, Oklahoma and Texas, we offer to well qualified agents, liberal General Agency contracts with choice of splendid locations.

Your communication will be received and treated with confidence.

**IRA F. ARCHER**  
Superintendent of Agencies

thus vitally interested in the question. It is important for all life insurance companies, as there is a possibility that in many cases companies may find it necessary to put their solicitors under the compensation or employers' liability laws as a safeguard.

#### Legal Execution As Risk

"Death by Legal Execution as a Risk Covered by the Ordinary Life Insurance Contract," was considered by Jelks H. Cabaniss, of counsel, Protective Life of Alabama. Mr. Cabaniss traced the earlier decisions which followed an old English decision given under altogether different conditions, denying the right of the beneficiary to recover in case the assured was executed for a crime. More recently courts in various states have taken the opposite view, holding that the beneficiaries have a right to recover on the ground that in most states there is a constitutional provision that no conviction shall work forfeiture of estate. The courts have also held that it is not against public policy to allow the beneficiary to recover inasmuch as the idea that such payment of insurance might encourage crime is obviously far fetched and absurd.

#### Responsibility For Agents

The responsibility of life insurance company for the torts of its agents was discussed by Arthur S. Lytton, assistant general counsel for the Security Life of America. Mr. Lytton presented a comprehensive analysis of the situation and showed that this is an important problem and one that will grow in importance in the future. He cited the famous Dillon case in which the Prudential was held liable for the acts of one of its agents in an automobile accident while on the way to the office. A number of other cases were cited by Mr. Lytton, both of insurance agents and agents not in the insurance business, showing that in many cases companies have been held responsible, even though a weaker relationship existed than in the case of the Prudential and its agent in the Dillon case. It was suggested by Mr. Lytton that only an agent operating on commission only and without tie to company practice could be looked upon as free from the responsibility. He said that it is important that the companies closely guard the actions of their agents, as there is a constant hazard in this connection.

In discussing Mr. Lytton's address, Allan E. BroSmith of the Travelers, emphasized the hazard companies face in connection with the torts of their agents. He pointed out the hazard was not confined to agents only, nor is it confined to life companies only, but to all employees, for the torts of all employees.

#### Hazards of Medical Examiner

Arnold Hobbs, counsel Northwestern National Life, discussed an interesting question in connection with the modern trend toward non-medical insurance: "Hazards Involved in Dealing With the Medical Examiner." Many people have pointed out the hazards involved in non-medical insurance, but few have taken into consideration the dangers that are incurred in the use of the medical examiner from a legal standpoint. Mr. Hobbs cited a number of cases showing how the courts have taken the stand that the company is liable for any information possessed by the examiner regardless of whether or not he passed that information to the company. Other phases of the hazards involved in dealing with medical examiners, were also discussed by Mr. Hobbs.

#### Methods of Handling Checks

John M. Atkinson, general counsel for the International Life of St. Louis, discussed the use of checks in premium payments. Mr. Atkinson cited a wealth of precedent to show the variation in legal practice in this connection and gave a summary of suggestions to life insurance companies for the safe and equitable handling of checks for

## Remarkable Record Of Columbus Mutual Life's Star Producer

**G**EORGE ABDELLA of Lancaster, O., star salesman for the Columbus Mutual Life, who also conducts an extensive agency, has a remarkable record in many ways. He has been with the Columbus Mutual since it started and has produced very desirable business. Since 1916 Mr. Abdella has not had a policy cancelled or an application rejected. He will write this year \$500,000. During the last four years his average policy has been \$6,500. Mr. Abdella is aiming at writing business where the average policy will be \$10,000. When he started he wrote small policies. For instance, the first 60 applications were for \$75,000.

Mr. Abdella has secured nothing but annual premium business since 1910. He gets at least 75 percent of the premium with the application. He finds that it is just as easy to get a settlement when the application is taken as later. He has taken some notes but has only had one go to protest. His lapse ratio amounts to 5 per cent. There have been 12 death losses amounting to \$18,000 on the business that he has produced.

Mr. Abdella started with the Columbus Mutual in 1910. He states that his main production is in the summer time. In the winter he does cultivation work and gets his prospect in a good frame of mind by the warmer season. He reverses the seasons so to speak, as Mr. Abdella claims that he sows the seed during the cold months. He aims to keep in very close touch with his policyholders. Mr. Abdella in commenting on the life insurance business said that when a man took out a policy he was sure to win and there was no chance for him to lose.

premium payment. Mr. Atkinson said that the companies should clarify their attitude in the acceptance of checks, as the courts base the legal standing of the check on the question of whether it was accepted as absolute payment or conditional payment pending recognition by the bank. The courts take into consideration the general practice of the company and if checks are generally received as absolute payment, it is assumed that a check questioned in the litigation is so accepted. On the other hand, if a company makes a practice of definitely stating that a check is received only as conditional payment, the beneficiary or policyholder could not institute successful litigation for a claim which involved nonrecognition of the check by the bank.

#### Review of Decisions

The customary review of life insurance decisions of the past year was given by William Ross King, editor of the legal bulletin of the American Life Convention. Mr. King summarized the important decisions of the year and gave the essential points brought out in these decisions.

#### Watch Presented to Blackburn

At the golfers' dinner Tuesday evening an exquisite Swiss watch with platinum chain was presented to T. W. Blackburn, retiring secretary of the American Life Convention by the Legal Section. William BroSmith of the Travelers made the address.

The Legal Section adjourned at noon in order to allow the members to have the afternoon for entertainment. Most went to the ball game to see Detroit play Chicago.

W. Calvin Wells of the Lamar Life reported for the nominating committee, recommending Maj. A. D. Christian of the Atlantic Life who served as secretary of the Legal Section this year for chairman, and Frank W. McAllister of the Kansas City Life for secretary. They were unanimously elected. Mr. McAllister was formerly state senator in the Missouri legislature and served four years as attorney general.



## SINGLE PREMIUM LIFE INSURANCE IS POPULAR

Growing in Favor Among Many Life Underwriters as Source of Income

### STRONG SELLING APPEAL

Can Be Written to Fit Any or All Needs of Those in Higher Age Groups

Single premium life insurance policies and life annuities are constantly becoming more popular and many agents are seeing in either one of these forms or a combination of the two, a means of developing a large volume of single premium business. Prospects for this class of insurance are only to be found in the moneyed group, of course, but the great increase in general wealth today has furnished life underwriters with a wide field to cover in this direction.

#### Good Sales Appeal

The uncertainties of future income and the inability of the individual to handle his own investment with any degree of safety, permanency and stability give selling value to the single premium forms. For instance, those who made their fortunes in Florida and hung on single handed to the end, losing either their entire fortune or the bulk of it, stand out as an example of the inability of the individual to cope with these problems, without the aid of those versed on investments and able to operate with

the benefit of the law of averages. Some agents point out that if those who made a great amount of money during the early days of the Florida land boom had not thrown their entire fortune back into the same game, but had spent a conservative portion of it in single premium life insurance and life annuities, they would have been guaranteed a life income and an established estate, regardless of the outcome of the Florida land situation.

#### Is Real Salesmanship

Some agents find, of course, that it is very difficult to persuade even a man with a large bank balance to part with any considerable portion of it for single premium insurance. He is often willing to spend a very large premium annually, but hesitates before spending the sum of several annual payments at one time. Some agents say that they have found it easier to persuade a man to pay the annual premium on \$500,000 of life insurance year after year, than to pay twice the sum of one annual payment for a single premium policy for \$50,000. On the contrary some agents point out that the man who would cling so tenaciously to the single premium, in view of the facts presented, would unquestionably be equally hard to sell any insurance whatsoever. A man who has an annual income to provide three or four times all of the needs of himself and family and establish an estate of sufficient size to make it a task to divide, is a difficult prospect to approach on life insurance under any circumstances. In view of the uncertainty of the investment market, he should prove a better prospect for premium insurance than any other type.

#### Need the Protection

One agent made a comparison with the case of one of the ranking attorneys in his city who felt able to defend himself without question for any liability case brought against him and had ample resources to pay any damages that might be listed in a judgment by the court, yet

who carried an automobile liability insurance policy with very high limits, to guarantee the equitable handling of any litigation without his having to interfere with it. In a somewhat similar manner, the man of large means can be relieved of much uncertainty and worry in connection with handling his funds, if he puts them, or at least a fair portion of them in a single premium life insurance. The insurance company, with its great spread of investments can meet the law of averages where the individual could not and, with the addition of certain tax features and the assurance of an undisturbed estate, immediately liquidated upon death, this combines to make life insurance an attractive means of handling the estate of such prospects.

#### Many Annuities Sold

The life annuity field is also being developed by a number of agents, for while the commission percentages fall on such business and there is no renewal to look forward to, it is a very lucrative plan to write, as large sums are turned over with the application. It would seldom be less than \$10,000 and would run from that figure to very large proportions. The life annuity, as the single life insurance policy guarantees a life income to the purchaser without worry as to the trend of the market or business conditions. It is a guaranteed life income and, with the many forms issued today, can be purchased to fit almost any need presented. It can be purchased with a straight life annuity, to guarantee life income of a certain amount to the purchaser. It can be extended to include both the purchaser and his wife, continuing the income to the survivor, as well as to the original purchaser. It can also be purchased as a guaranteed refund annuity, guaranteeing the return of at least the amount paid in to the company and in addition whatever would be necessary to continue payments until death.

One of these forms would fit the circumstances of practically every prospect

who is over age 60, or even at younger ages. It is particularly desirable for those at the older ages, for it fits into the program at a time when retirement is considered and the future income a matter of some concern in many cases. A man with \$10,000 who desires to retire could not consider retiring on \$10,000 only, but could with the assurance of the life annuity that such an amount would purchase. Particularly the higher interest paying companies have developed elaborate single premium propositions with a combination of both single premium life insurance and life annuity. Various programs can be worked out to fit the needs of the prospect and developed in such a way as to guarantee a life income and create a definite estate

### AGENTS IN REGIONAL MEETING

Pan American Life Had Session at Charlevoix for Men From Missouri, Indiana, Illinois, Kentucky

The Pan-American Life held its annual regional convention for the Missouri, Indiana, Illinois and Kentucky agents at Charlevoix, Mich., Aug. 27-29. The sessions for the three days were held in "The Inn." There was a large delegation present from the home office, headed by Dr. E. G. Simmons, general manager, and including Eugene J. McGivney, vice-president and general counsel; Dr. Marion Souchon, vice-president and medical director; C. S. Corey, agency superintendent, and Ted M. Simmons, assistant agency superintendent. The agents present at the company's expense were qualified according to designated territorial allotment. During the convention the home office delegates were presented with a beautifully engraved written resolution signed by every agent, pledging their loyalty and support, this being presented by Robert H. Beard, Chicago manager for the company.



# BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Assets \$27,000,000

Insurance in Force over \$111,000,000

Issues up-to-date Policies, both Participating and Non-Participating, with Double Indemnity and Disability Benefits. For many years the Bankers Life has had more insurance in force in its home state than any other company, and all of its business has been written by its own agents. Thirty-nine years of successful and conservative management have resulted in financial statements and in dividends to policyholders unequaled in insurance history. Having laid a foundation broad enough and strong enough for a building of any size, the Company is now ready to erect the superstructure. If you wish to invest your time and energy where it will make the largest returns in money, satisfaction, peace of mind and pride in the institution you represent, it will pay you to investigate.

### LET THE BANKERS LIFE BE YOUR BANKER

OPPORTUNITIES ARE OPEN FOR PRODUCERS, GENERAL AGENTS AND SUPERVISORS IN THE FOLLOWING STATES:

PENNSYLVANIA	SOUTH DAKOTA	NEBRASKA	OHIO
UTAH	KANSAS	MICHIGAN	WASHINGTON
IDAHO	ILLINOIS	OREGON	WEST VIRGINIA
IOWA	WYOMING	DISTRICT OF COLUMBIA	MISSOURI
OKLAHOMA			

For full particulars address

**HOME OFFICE, LINCOLN, NEBRASKA**

# The Foundation of Your Fortune

The Midland Mutual has built an ideal foundation for your potential fortune. You can not succeed long or permanently without giving our clients the best their money will buy.

We are ready to prove our claims if you are ready to begin building that business for yourself under our general agency plan.

Illinois, Indiana, Michigan, Pennsylvania, New Jersey, Maryland, Virginia, West Virginia and District of Columbia.

## The MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

*"Its Performances Exceed Its Promises"*

## Strengthening the Sales Talk

INSURANCE Salesmen have long realized the value of pictures and charts to illustrate their sales arguments. The message is carried quickly to the brain and the impression is lasting. For this reason, The Aetna "Individual Presentation" is of inestimable value to Aetna-izers in closing sales.

The cover is dark blue and there are various inside sheets—some with illustrations and charts, others left blank for the agent's typewritten program. The great feature of the presentation is that it is designed so that the individual case can be fully presented.

S. T. WHATLEY

General Agent

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CHICAGO, ILLINOIS

## WIDESPREAD INTEREST IN HEALTH BUSINESS

Companies Greatly Aroused by Drastic Changes Recently Announced

### SEE GENERAL RESTRICTION

Many Officials Anticipate Cooperative Move to Improve Conditions in the Field

The health insurance policy revisions announced last week by the Aetna Life and Connecticut General Life now constitute the chief item of consideration in accident and health offices and are generally considered by company officials as indicative of the trend of the times, if not the deciding factor in a reform in the business that has long been debated. Many, if not the majority, of the offices have been considering just such changes and a few have already taken steps in this direction. The drastic change now effected by these two big premium producers is the most decisive step thus far taken, however. It is believed by some officials that this may act as the lever to bring others to action.

#### Others May Act

Both casualty and life insurance officials were greatly surprised by the announcement, particularly that of the Aetna Life. Coming so decidedly and from the writer of such a large accident and health business, it is expected to have a wide influence on other companies. Many that have been debating the advisability of some such restrictions in underwriting may now be willing to join in the movement, with one of the premium leaders in the lead. One official stated that he anticipated action by his company in the very near future, expedited as a result of this. His company has for some time been considering the change, but has hesitated, thinking of the effect on the morale of the agency force. Now that the matter has been brought before all agents of the country in this manner, it will not be such a difficult task for other companies to take similar action.

#### Closely Watch Underwriting

One of the immediate results of the action by the Aetna Life in the eyes of some agency officials will be a shift of some business from the Aetna to other offices. They rather fear the results, as it will be the most undesirable part of the business that will so shift. It will be the policyholders who insist on full coverage from the first day of disability and payment for life as long as disabled and these are the policyholders who have caused the excessive loss ratios. Underwriters very strenuously try to avoid accepting such risks if possible. Some companies feel that immediate action will be necessary to prevent any unnecessary addition of such business. Companies that do not operate particularly on a brokerage basis, but have their own agency forces do not encounter this difficulty so notably, but all offices at times receive brokerage business and an increase in this is expected by some at this time.

#### Is Up to Agents

The majority of the company officials who have commented on the situation express the opinion that the problem is largely one for the agents throughout the country to accept as their responsibility. The company officials point out that they can do little to effectively establish a limited business. It is en-

tirely up to the agent to sell the idea to the policyholder. A number of companies have attempted to adopt restricted forms without definitely eliminating the full coverage form, but have found it next to impossible, due to a lack of cooperation on the part of the agency force. The agent will take the line of least resistance, which is to grant the policyholder the complete coverage which he usually seeks. One accident and health manager stated that he has been working for a number of years on the task of converting his company's business from the liberal, full protection basis to a restrictive basis, but thus far his campaign has been ineffective and the results practically negligible. He has strenuously worked on the agency force in an attempt to convert them to the advisability of selling the restricted form, but the agents continue to specialize on the liberal form. The agent may realize that the restricted form would be to the advantage of the policyholder, but the difficult task of selling the individual policyholder on the merits of the new proposition has prevented action in practically all cases.

#### Agents Do Not Help

Under the optional method most of the agents have shown little interest in changing the class of business written. Even though the restricted form has offered material reduction in premium and offers to the policyholder the coverage that he actually needs, the proposition continues unattractive to the policyholder and equally unattractive to the agent, unless forced into it.

Another official stated he had encountered the same difficulty in attempting to change the type of business written, without a definite elimination of the older, liberal form. He said it was desirable to make the change without drastic action, as that always had a detrimental effect on the morale of the agency force, but the experience of his company indicated that drastic action was about the only effective means of persuading the agents to cooperate. One company in its attempt to make this same change offered to write all business on an elimination period unless distinctly ordered by the agent otherwise, but even then it did not have the desired effect. Every application carried the request for an exception of the elimination.

#### Trend Is for Restriction

One company official who has been an advocate of complete coverage policies in the past, both as to life indemnity and payment of disability from the first day, stated that his company is now contemplating a complete change of thought. It has definitely been decided that his company will eliminate the life indemnity policy and substitute a principal sum policy in its place and it is very probable that within a few months the company will adopt a two weeks' elimination clause for all policies, making it compulsory.

Another company that ranks high among premium producers is giving serious consideration to these same changes. An official of this company stated that the matter had been brought to the fore by the action of the Aetna and some definite action may be forthcoming in the near future. This official expressed the opinion that it will not be long before all accident and health companies will be on the same basis. He says that in his particular case the experience on the complete coverage policy has not been particularly disastrous, as reported by the Aetna Life, but it was a questionable policy and he believes that regardless of the individual experience, the experience on the whole would indicate that a restricted form will be necessary in the future.

#### Anticipate Big Hazard

He said that so far as the life indemnity is concerned, no one yet knows the exact hazard in that connection, as it will take two or three generations to give most of the companies a reflection of the experience on the bulk of the



business. The greatest part of the business has gone on the books in recent years and it will take a generation or two for the companies to feel the full effect of this greatly increased business. The increased number of life indemnity claims and the increasing liberalization of court decisions regarding such claims would indicate that there is a hazard in this connection which has not yet been fully realized by the company officials.

#### No Accurate Measure

As for the payment of disability from the first day of disability, that hazard has not yet been accurately measured. Some companies state that their experience has been satisfactory and they see no reason for a change. One of the companies in this group, however, which reports very satisfactory experience on this business thus far, stated it is considering a change, because a restriction by the elimination of the first two weeks of coverage would in no way reduce the needed protection of the policyholder and yet would greatly improve the tone of the health insurance business. He stated that as a matter of fact the experience in his company on the full coverage policy has been better than on the elimination policies issued, but the latter group had only a limited experience and the underwriting basis should prove more sound on an average bulk of business. He estimated that probably 50 percent of the claims could be eliminated if the first two weeks of coverage were eliminated. This restriction would practically eliminate the item of influenza, which is a big factor in health insurance today. The persistent recurrence of influenza outbreaks, such as was experienced this year, has proven disturbing to underwriters. One official stated he believed that at least one-fourth of the money disbursed by his company went for the payment of influenza and pneumonia claims, practically none of which were over two weeks in duration and practically none of which

would have been eliminated by a two weeks elimination policy.

An official of one of the largest companies stated that he believed all of the companies writing health business have been losing an increasingly large sum of money year by year. He said some radical change in health underwriting is necessary if the companies are to stop the tremendous losses from piling up. He said that up to the present time it has appeared an almost hopeless task to effect the necessary reform in connection with the health business. He said something must be done to awaken the companies to the necessity of getting together on a wise health program. He believes there is less cooperation between the companies writing accident and health business than in connection with the writing of any other line, unless it be marine insurance. Every health and accident company "paddles its own canoe," permitting itself to run wild under competition and offering unsound propositions to attract more business.

#### Blames Lack of Cooperation

Still another official referred to the same phase of the question. He said that lack of cooperation could largely be held as responsible for the present situation in health insurance. He indicated that such drastic steps as those taken by the Aetna Life might prove eventful by bringing companies to the realization that some definite reform must be effected and the companies must get together on a common ground. He said that if the Aetna Life, with its great spread of experience, cannot meet the law of averages on a profitable basis, it should not be expected by the smaller companies that they can launch into the same field, take the same class of business and with a much smaller spread have a more advantageous experience.

This official suggested that the agents should look upon this as their problem as much as the companies. He said

that the agents have been earning a tremendous amount in commissions so they should be vitally interested in anything that may result in a check on this source of commission income. If the companies are eventually driven to withdraw from the health insurance field, the agents and brokers will feel it as much as anyone and they should cooperate with the companies in the struggle to put the business back on its feet.

#### Life Offices Interested

Life insurance offices are equally interested in the movement as the disability clause as written in conjunction with life insurance policies is now one of the chief problems before the actuaries and company officials. The actuaries generally feel that the premium charge for the disability clause on life insurance policies is inadequate. A number of companies have already effected increases and are not certain but what additional increases will have to be made in the future. They look to this experience of the accident and health insurance companies as indicative of the trend of the business and anticipate that what affects the loss ratio of the casualty companies will in time be felt in the disability clause by the life companies, as well. The disability clause does not, of course, feel the effect of the first two weeks payment, but it does cover the problem of life indemnity payments and therein the actuaries and life officials are closely watching the developments in the field of casualty insurance.

#### Justice Riddell on Program

The latest addition to the list of distinguished names appearing on the program of the international life underwriters' convention at Atlantic City is that of Justice Riddell of the appellate division of the supreme court of Ontario, Canada, who will speak Wednesday morning, Sept. 15, on "Life Insurance and National Progress."

## LOSSES ARE ANALYZED

### SHOWS HEAVY TOLL OF FLU

#### Illinois Bankers Life Gives 15-Year Analysis of Texas Business

The ravages of influenza and pneumonia are shown in a recent report issued by the Illinois Bankers Life on its Texas business. This company has analyzed its Texas mortality from 1911 to 1926 and has found that in this 15-year period, influenza was in the lead with 14 percent of the total death claims. Pneumonia was second with 10 percent, the combination of influenza and pneumonia constituting practically one-fourth of the total of death payments. The company's analysis of the death claims in Texas during this period is as follows:

	No.	%
Influenza .....	119	14.6
Pneumonia .....	82	10.0
Tuberculosis .....	80	9.8
Kidney diseases .....	65	7.9
Cancer .....	59	7.2
Organic heart diseases .....	55	6.7
Diseases digestive tract .....	55	6.7
Accidents .....	55	6.7
Cerebral hemorrhage .....	35	4.4
Appendicitis .....	25	3.0
Blood diseases .....	22	2.7
Typhoid .....	21	2.5
Malaria .....	19	2.3
Suicide .....	19	2.3
Paralysis .....	18	2.2
Meningitis .....	12	1.4
Pregnancy .....	12	1.4
Homicide .....	10	1.2
Pellagra .....	8	1.0
Diabetes .....	7	0.8
Tetanus .....	3	0.4
Insanity .....	3	0.4
Measles .....	3	0.4
Gout .....	2	0.2
Stroke .....	1	0.1
Disappeared .....	1	0.1
All other causes .....	27	3.3
Total .....	816	
Total amount of claims paid .....	\$1,215,523.50	
Average claim paid .....	1,489.00	

## Here's Why

Recently we asked a successful Equitable Life of Iowa agent what one thing about the company was the most helpful to him in his work. His reply was, "The company's conservative business policy." He said, "Conservatism has given the Equitable Life of Iowa a national reputation for absolute stability and has made possible the outstanding accomplishments that have made it preeminently a quality company."

The Equitable Life of Iowa takes pride in holding this esteem of its agents and welcomes new agents of high caliber who will appreciate the integrity and soundness of this institution.

Among the many advantages to agents of a connection with this company are the following:

- Conservative business policy
- Extremely low net cost
- Salary Saving Insurance
- 65 Standard Policies
- Practical, helpful service to agents

Men desiring contracts with a progressive, helpful Company write to Agency Department.

## EQUITABLE LIFE INSURANCE COMPANY OF IOWA

Founded: 1867

Home Office: Des Moines



Equitable Life of Iowa Building, Des Moines  
Iowa's Tallest Office Building

# 5.34%

is the percentage of interest being paid by this Company during 1926 on the proceeds of installment and trust fund options.

Other attractive features which are a part of the long list of Atlantic Advantages are:

5% interest on dividends left on deposit  
Participating and non-participating  
Disability on term insurance  
Attractive income disability benefits  
Acceptance of sub-standard risks

If you are interested in a general agency in any of the following states, let us hear from you today:

Georgia Alabama  
Mississippi Texas  
West Virginia

## Atlantic Life Insurance Company

RICHMOND, VIRGINIA

"Honestly It's the Best Policy"



## Measure Your Prospect List By the Classes Of Insurance Written - - -

This Company offers additional prospects by issuing policies on men, women and children. With the exception of the disability clause, women are written on the same basis as men and our "CHILD'S 20 PAY LIFE" is a great favorite.

Maybe you have overlooked this most profitable class of prospects. THINK IT OVER. WOMEN AND CHILDREN ADDED TO YOUR LINE WILL TRIPLE YOUR PROSPECT LIST.

*Liberal Agency Contracts*

*Good Territory in*

ILLINOIS, OHIO and TEXAS

### KASKASKIA LIFE INSURANCE CO.

HOME OFFICE

SHELBYVILLE, ILLINOIS

## OUTLOOK IS GLOOMY

### DRASTIC REFORMS ESSENTIAL

William B. Hill Believes Medical Examination Is Only Way to Overcome Excessive Health Losses

BALTIMORE, Sept. 1.—"The darker the picture the better it will describe health insurance business at the present time," said William B. Hill, head of the health and accident department at the United States Fidelity & Guaranty. "Health insurance will continue to be a money losing proposition until companies write it on a scientific basis just as they do in fire, life and burglary," he continued. "The flimsy applications now used in writing health business give a comparatively small amount of information. We are now issuing two forms of health applications calling for medical examinations and plan gradually to work up the medical examination idea until ultimately all our health business will be handled this way."

#### Need Medical Examination

"The two-week waiting period is a mechanical, make-shift idea which will act as a sort of prop until health business gets its breath, but it is not the scientific nor final way to settle the matter. Of course medical examination will not reveal sudden disabilities which are liable to occur after the policy is written, but it will ascertain if the assured is organically well. It is generally expected that the person whose organic health is good will average a period of seven years without disability."

"To my mind the scientific way to rid health business of its losses is by the practice of medical examination. We have several new applications under contemplation at the moment calling for a thorough medical examination, and it will be only a short time before they are installed."

#### No Improvement in Sight

The manager of the accident and health department of another large company, who requested that his name be withheld, said:

"Undoubtedly, there is a need of reform in the health business since most of the companies, including ourselves, have been writing it at a loss for some years and the experience is not improving. In fact, for the first six months of this year our health loss ratio is several points higher than during the corresponding period of 1925 and I have found that it is due principally to the larger number of claims for illness which were reported last winter and during the spring, notwithstanding the fact that our health business has shown a decrease in volume."

#### Discontinue Life Indemnity

"We advise our agents to sell accident insurance, but only to sell health insurance when necessary, and most of our agents are realizing the desirability of bringing up their accident volume and leaving the health business in proportion to our accident volume. We have discontinued writing illness life indemnity and we have been unable to make much headway on a waiting period policy."

"We find that the average casualty agent who is not an accident and health specialist prefers to sell disability insurance covering from the first day of disability."

#### House Confinement Plan Opposed

"I do not favor the return to a house confinement policy as it would be a decided step backward and there are too many cases of bona fide illnesses in which the insured is totally disabled but not confined to the house to place a non-confining restriction in the policy with a consequent unfavorable reaction on the part of the insuring public whose requirements are now, more than ever, for complete and satisfactory insurance pro-

## WILL DISPLAY RESULTS

### ANNOUNCE AD CONTEST RULES

Notice Sent to Members of Insurance Advertising Conference of Holcombe Trophy

Notice has been sent to all members of the Insurance Advertising Conference by President W. W. Ellis of the Holcombe trophy exhibit, to be held in conjunction with the Detroit convention, Oct. 18-19. For this exhibit a company may submit one particular piece of printed advertising matter which it has selected as its best effort; or a series of newspaper or other publication advertisements; posters, folders, stuffers, or other advertising matter; used in a campaign for a period not more than eighteen months prior to September 1, 1926.

#### Describe Ad Campaign

There must also be forwarded with the material, written explanation presenting the basic elements taken into consideration in the planning and the administration of the campaign, or the "reason why" behind the piece of advertising. For instance: a. The market analysis or study upon which the advertising program was based. b. Particular problems met in adapting the advertising to marketing conditions and the methods used to meet these problems. c. The objectives chosen for the campaign and why these were selected. d. The reasons governing the preparation of copy and art treatment adopted. e. Media of presentation—how or why selected. f. Distinctive characteristics of the advertising. g. Any other data enlightening to the jury award. h. Accompanying the written explanation there must be a sworn statement of the results attributable to the use of the submitted material in an advertising way.

tection with a minimum number of policy restrictions and limitations.

#### Hospital Policy Results Unfavorable

"The factor of adverse selection has always existed to such an extent in the underwriting of health business that it is very questionable if an increase in premium rates would be effective in producing a better experience. We recently tried to solve some of our health troubles by introducing a policy covering only certain expense items such as hospital bills and operation fees incident to injury and illness but the factor of adverse selection has developed so strongly that our experience on that policy has been unfavorable."

#### Canada Life to Enter New York

The Canada Life has formally applied for admission to New York. General Manager T. B. McConkey of the company is attending the meeting of the American Life Convention at Detroit this week.

#### Has Million Dollar Day

The Missouri State Life had a million dollar day, Aug. 23. The applications received at the home office that day totaled \$1,008,500. There were but two large policies among the many applications, each being for \$200,000.

#### Pan-American Life Statement

The July 1 statement of the Pan-American Life shows assets \$17,235,033; legal reserve, \$14,805,300; capital, \$1,000,000; net surplus, \$888,910; insurance in force, \$149,888,268.

The Alabama Life of Birmingham has been licensed in Tennessee.

Never mind the business outlook: keep on the lookout for business.—Hello! (London).



## DOMESTIC PROGRAM WITH TWELVE SALIENT FEATURES IS OUTLINED

THE Penn Mutual Life gives 12 points that cover the domestic service of life insurance. These are combined in a very happy way and give local agents compact talking points of the various items. The program is as follows:

1. First of all a clean-up policy, to pay current family bills, notes at bank, expenses of last illness, including funeral.

2. If the home is so heavily mortgaged that the widow could not carry it and live, then a mortgage coverage policy, to bring down the amount of the indebtedness to a point where she could carry it—say to the first mortgage or less. If means permit have the policy large enough to clean up all the indebtedness.

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3. A monthly income for the widow, for a term of years or for life, according as means will permit. If there are two or three quite young children, the income should be larger during the period when they are growing up, and then drop when they have become self-supporting. Frequently the income is largest during the high school years, because then both the boys and girls need more in the way of clothes and odds and ends than they do when they are in grammar school or kindergarten.

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4. A college educational policy, to be taken when the children are babies, or thereabouts, to provide an income during say four college years. The education is thus paid for by premium instalments, and does not take a lump sum from the family income, or the family resources, when college time comes.

The policy should contain the disability and double indemnity provisions. If the father becomes disabled, the protection for the family continues, because he has no further premium deposits to make, but, instead receives a monthly income for life or for the term of his disability.

(The double indemnity provision would double the clean-up policy, and would double the income under the other policies, if the father died by accidental means. This would mean that the mortgage coverage policy would have double its face amount, and that the doubling of the educational fund would, by the amount of that doubling, add to the widow's protection, while leaving the educational fund intact.)

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5. Suppose, however, that the father lives until late in life. By that time the cash value of all these policies, except the educational fund, would be available to him, in a lump sum, or else as an income for him and his wife in those later years. If the educational fund is under an endowment policy, that would have matured and been paid, of course. But if it was a life form, and was taken solely to make sure that the boy or girl would receive the education if the father died, then the cash value of that policy also would be available when retiring time had come.

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6. It is common to provide a monthly income, for some amount, for a daughter until she has reached middle age. This is done under a life policy, whose

proceeds are held by the company until middle age, and interest paid to the beneficiary. Then when middle age has come the proceeds are made payable under the continuous instalment feature, thus giving a larger income and using up the principal. Such an income is provided for a daughter so as to give her at least pin money that is actually her own property, and, if she is married, that will come to her regardless of her husband's fortune or ill fortune. It gives a little bit of independence to the beloved daughter.

If she dies before middle age, she has something of her own to leave to children. If she has not married by the time middle age comes, then chances are she will not, and so instead of continuing the interest income and holding the principal for distribution at her death, the fund is paid through an option which will give her a lifelong monthly income of the largest amount.

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7. It is common to provide a lump sum for a boy when he has reached age 21, and to give him a further lump sum, being the remaining proceeds under the same policy when he has reached 30 or 35. This is to help him start in business or profession. The reason for splitting is that if he in his inexperience should lose the first sum paid to him, he would not be so liable to make the same mistake ten years later.

8. Policies are issued to provide a wife, or son, or daughter with an annual birthday present, lifelong. Also, an annual Christmas present is provided in the same way. The father's love is thus made evident in the home on birthdays and Christmas days.

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9. On an aged father and mother, or both of them, an annuity is frequently settled. This gives independence to the old folks, and makes sure that if the son or the daughter should die they would nevertheless be provided for until their very last day.

10. Life insurance is a combination of protection and of savings. Its cash value is established in the third year and increases each year of the duration of the policy,—this is its savings feature. The cash value may be drawn against the form of a policy loan as emergency arises, but otherwise it should never be touched.

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11. Every family should have a savings bank account. But if the income will permit of only one thing, life insurance should come first. A young couple puts \$20 into a savings bank today, and if he should die tomorrow \$20 is all that the widow could get out. But if they put \$20 into life insurance today, and he should die tomorrow, she would draw the face amount of the policy—say a thousand dollars.

12. No woman should marry until her husband's life has been covered by a policy; many husbands die within the first year after their marriage, through accident or some sudden ailment, and the wife is left in a position of hardship, either with a baby in arms, or one on the way. The man who does not so protect the woman he is to marry, needs, so it is said, a guardian and not a wife.

## TRUST COMPANY COOPERATION

TRUST company cooperation is invaluable to every up-to-date underwriter. The methods of securing and holding it are thus touched upon in a recent issue of "Communitopics" of the Connecticut Mutual:

"Get trust company cooperation by doing something for the trust officer first. And when it is secured, do not misuse it or overuse it if you hope for its continuance. In short, you cannot

expect a trust officer to put you in touch with his clients simply because you want to sell them some insurance. You cannot hope to use a trust company as a reference unless you have something to sell for the trust company first of all. In other words, you must have a knowledge of trusts and what a trust company can do. Sell the client the idea of conservation with a corporate trustee."



## Another User Endorses the DALLWIG POLICY & COMMISSION RECORD

A simplified loose leaf bookkeeping record designed for the busy life insurance salesman, saving much lost motion in that it combines six different records on one 11x14 ledger sheet.



CHESTER A. FLITCRAFT  
CHICAGO  
Special Agent Mass. Mutual Life Ins. Co.

### Chester A. Flitcraft says:

"A tremendous time saver, allowing more time for actual solicitation. In addition to being an excellent record for my own purpose, I consider this the only complete record which, in case of any death, will give my wife a record of all my renewal commissions and advise her as to WHAT she has coming, WHEN she has it coming and WHERE FROM."

### USE THIS TRIAL ORDER BLANK

P. G. Dallwig, Exclusive Distributor,  
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Please send by return mail prepaid 20 DALLWIG POLICY AND COMMISSION RECORD sheets for which I enclose one dollar (\$1.00).

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NU-1

## Provident Mutual Life Insurance Company of Philadelphia Pennsylvania — Founded 1865

The Provident has worked out a practical plan by which the Home Office, through an Educational Supervisor, is assisting in the development of new agents.

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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### All Praise for Blackburn

THIS week will mark the passing from the active ranks of one who has been particularly prominent and forceful in life insurance activities. We refer to THOMAS W. BLACKBURN, secretary and general counsel of the AMERICAN LIFE CONVENTION. At the meeting in Detroit this week, CLARIS ADAMS, the newly elected secretary, will assume charge. Mr. BLACKBURN, of course, will continue in some connection with the convention, but his days of active leadership in that organization are closing.

Mr. BLACKBURN might be called the pioneer in life insurance agency organization work. The AMERICAN LIFE CONVENTION was the first company organization. While its members are largely the newer companies it is the senior organization so far as age is concerned. The ASSOCIATION OF LIFE INSURANCE PRESIDENTS was organized after the AMERICAN LIFE CONVENTION.

Mr. BLACKBURN has been with the AMERICAN LIFE CONVENTION since it started. He therefore had the advantage of knowing every step that had been taken and being personally acquainted with the officials of the companies connected with the organization it brought him in intimate touch with their problems. The AMERICAN LIFE CONVENTION has been a great constructive force in the business. It has stood for definite things. Mr. BLACKBURN has been out on the firing line defending the interests of the newer companies, standing up for the best in life insurance, taking part in some of the big battles staged in Congress and legislatures when attacks were made on the business. In fact, he

has been an outstanding figure in organization activities.

The AMERICAN LIFE CONVENTION has grown from a small nucleus of men to a large membership. It has many departments, all contributing to the welfare of the members. Mr. BLACKBURN has been extremely loyal to his constituents. He has a large acquaintance among company officials in every direction. He knows the insurance commissioners and he has on his list of acquaintances a number of men in public life. No one has surpassed him in harmonizing differences and getting officials to take a more comprehensive view of their business. There have been some heroic battles fought in the AMERICAN LIFE CONVENTION itself. Many times toleration, patience, courage and diplomacy were needed. Mr. BLACKBURN has had the confidence of the members, they feeling that he was ready to defend them at the drop of the hat.

He has attended the life insurance and commissioners' conventions and has kept in touch with every activity that had a bearing on life insurance. He has traveled the country over in the interest of his organization. Undoubtedly Mr. BLACKBURN has a larger personal acquaintance with life insurance officials than any other man in the business. He has given the AMERICAN LIFE CONVENTION the best there is in him. He retires from the active ranks with the love and esteem of those who have been brought in contact with him and know his sterling worth. May he have many years of happiness allotted to him.

### Protecting the Agency System

INSURANCE COMMISSIONER H. P. DUNHAM of Connecticut in a recent talk before the RHODE ISLAND ASSOCIATION OF INSURANCE AGENTS made a point that the men who were selling insurance should consider it very carefully. He said that undoubtedly the American agency system is on trial. He accounted for this by the fact that people are inclined to look upon insurance as indemnity rather than a service. The public, according to this view, buys its protection and ends its relationship with the business right there, not considering the service that is to be rendered by the insurance salesman during the life of the policy or at the time of claim. The agents, he said, should definitely fix in their minds the fundamentals of the business, should unite on them and defend them.

The opportunity is always at hand for an agent to help his policyholders. An

assured is perfectly willing to pay for insurance service if he gets it. The trouble is today that there are so many men selling insurance who are incompetent and ignorant that no service at all can be rendered by them.

Of course policyholders should not deal with that kind of an agent. If, however, companies are responsible for allowing such people to sell insurance, the public cannot be blamed for doing business with them. The policyholders feel that if anyone is licensed as an agent he has the approval and backing of the company he represents. The American agency system by which insurance is written and service rendered by agents has proved a great success in this country. Let us see to it that some of the abuses are eliminated and the system itself strengthened. In that way only can it survive.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

**W. F. Workman** of Springfield, Ill., star personal producer of the Franklin Life and former official of the company, was stricken with paralysis a few days ago and is in a critical state. Mr. Workman has always been a builder of business. He was one of the associates of George B. Stadden and Henry Abels in reorganizing the Franklin Life on a legal reserve basis. Before he became associated with the Franklin he was a salesman for the Fidelity Mutual.

**Jules Girardin**, general agent of the Phoenix Mutual Life at Chicago, has probably a unique record in having handled the insurance upon four generations of one family. One of the prominent business men of Chicago has written him as follows:

"I congratulate you upon the unusual record you have established in having served four generations of my family with life insurance. Your files will show that you personally looked after the life insurance on my grandfather, later writing insurance on my father, subsequently looked after my life insurance and now have written a policy upon my son."

Many life insurance men have represented three generations in one family, but this is believed to be the only case where four generations have carried policies in one company and dealt with a single general agent.

Mr. Girardin entered the life insurance business in Chicago in 1890, becoming manager of the Chicago agency of the Phoenix Mutual Life. Prior to that he was state agent of a fire insurance company in Texas for 10 years or so. The new policy written on the youngest generation is on a boy of 12. The amount is substantial but Mr. Girardin would have been happy to write it if it had been only \$1,000.

**Ira M. Kelly**, one of the general agents in the St. Paul office of the Pacific Mutual Life, has a broken back and is in a serious condition as the result of an automobile accident near there Sunday. The car Mr. Kelly was driving ran over an embankment and tipped over.

**Charles Fish Howell**, managing editor of the "Weekly Underwriter," becomes its chief editor and vice-president of the publishing company. He has specialized on marine insurance news and is regarded as the superior authority on that subject in trade newspaper ranks. Mr. Howell is a Princeton alumnus. He has had daily newspaper experience. He started in trade insurance newspaper work with the old "Argus" of Chicago. He has written some most excellent stuff outside of insurance. His book, "Around the Clock in Europe," is one of peculiar charm. Mr. Howell is a man of wide reading, of fine taste and discriminating judgment in literary values. He possesses a most companionable personality. He is rich and profound in his sentiments and engaging in his conversation. He succeeds to the position held by the late W. W. Mack.

**C. B. Bigelow**, city supervisor of the Bankers Life of Iowa at Lincoln, Neb., relates an interesting yarn in connection with the pair of wooden shoes given him for his good work in June, which was the Bankers Life "Wooden Shoe Month." They occupy a prominent place on the library table in Mr. Bigelow's living room. Not long ago a friend dropped in one evening. He saw the shoes on the table, picked them, and began asking questions. Mr. Bigelow was right there with his answers, and when the visitor was through talking, the Bankers Life man started in. Ere long the man who had dropped in to visit became aware that he had dropped in to buy, for he was writing his name on an application for \$2,500. He also gave the names of

several friends and relatives. "Old shoes may bring good luck to the bride and groom," says Mr. Bigelow, "but it takes a pair of wooden shoes to bring good luck to the Bankers Life salesman."

**C. W. Ledgerwood**, manager of the Fargo, N. D., branch of the New York Life, has won signal honors for the branch in the matter of business produced over a six-week period, as a result of which he and Mrs. Ledgerwood will get a two-week trip to Murray Bay on the St. Lawrence. The Fargo branch, competing with 36 other branches, topped the list in the matter of new business produced, an unusual distinction in view of the fact that the Fargo branch is classed with numerous important branches in largely populated areas.

**G. T. Somers**, president of the Crown Life of Canada, died at his home in Toronto last week. Mr. Somers had been president of the company for 16 years, the business of the company increasing 800 percent during his administration. Assets were \$1,000,000 and business in force \$7,000,000 when he joined the company, and last year's report showed \$7,500,000 in assets and \$60,000,000 in insurance in force. Mr. Somers was also a banker of recognized ability, being organizer and president of the Sterling Bank of Canada until its amalgamation last year with the Standard Bank of Canada, of which he became chairman of the board. He was also a former president of the Toronto Board of Trade.

**Harry E. Kirk**, Missouri general agent for the Central Life of Iowa, has passed the ten-year mark with a continuous record of writing at least one application each week. He started his record run Aug. 1, 1916.

The agency force of the International Life of St. Louis is observing September as "Whitfield Month" in honor of the president of the company, Judge **W. K. Whitfield**. The company's goal for the month is \$11,000,000 of paid business.

**Frank C. Griswold**, for 30 years and more superintendent of agencies for the Connecticut General Life, died in Hartford last week after a short illness, aged 71 years. Mr. Griswold was born in Hartford and entered the employ of the Connecticut General as an office clerk in 1872. He completed his half century with the company Nov. 13, 1922, and was specially honored by the company and its employees.

September is being observed by the Provident Life & Accident as "MacLellan Month," in honor of President **Robert J. MacLellan**. The agency force of the company has set as its goal for the month \$1,000,000 new business in the life department, 5,000 applications in the pay order division of the health and accident department, 5,000 applications for personal accident business and \$125,000 new premiums in the railroad accident division.

**Benjamin Rosenbaum**, son of **C. H. Rosenbaum**, agency manager for the Bankers Life of Iowa at Des Moines, has returned to his home there after three years of study at Oxford University, England. The young man is widely known in literary circles for his poetical works. His first volume of poems, bearing the title "Hill Solitudes" was published several years ago, and won praise from literary critics throughout the country. Mr. Rosenbaum now has a second volume of poems ready for publication.

He won many honors while a student at Oxford, chief among which was the distinction conferred upon him by the faculty when it permitted him to take



the viva voce examination. Only once every quarter century or so is a student considered of a high enough type of mentality to take this examination, which consists of placing him in a room with the entire faculty, all of whom bombard the student with oral questions.

The actuary of the **Union National Life** of St. Petersburg, Fla., which was licensed in July, is E. F. H. Roberts, a son of Artemas R. Roberts, formerly president of the Amicable Life of Waco, Tex. Mr. Roberts, Jr., was named after three famous actuaries, as the initials indicate. His first name is Emory, named after Emory McClintock, famous actuary of the Mutual Life. The next letter "F" stands for Fackler, bearing the name of David Parks Fackler, one of the eminent actuaries of New York City. "H" is for Homans, being in honor of Sheppard Homans, well known actuary of the old days and founder of the Provident Savings Life. Mr. Roberts, therefore, has a splendid background for an actuary.

President **Isaac Miller Hamilton** of the Federal Life of Chicago was called to Los Angeles the latter part of last week on account of a pressing agency matter. He was scheduled to give the address of welcome at the agency convention of the Illinois Life, but in his absence Vice-President L. D. Cavanaugh acted as the pinch hitter. Mr. Hamilton had arranged to go to the American Life Convention meeting in Detroit this week, but of course will not be present.

**E. P. Greenwood**, president of the Great Southern Life of Texas, is spending a few weeks in Los Angeles and visiting other points of interest in southern California, his trip being mainly for rest and recreation.

**Dr. R. Allyn Moser**, medical director of the Northwestern Life of Omaha, has just returned from an extended vacation trip through the Rocky Mountains in Wyoming and Colorado.

**D. W. Beoddy**, assistant treasurer of the Columbus Mutual Life, died last Wednesday afternoon after a brief illness due to complications following an operation for the removal of his tonsils.

Previous to his connection with the Columbus Mutual he was chief clerk in the Baltimore & Ohio freight office at Chillicothe, O., and for a time was engaged in teaching school. He joined the insurance company in 1912, starting first as a clerk and passing down through the various departments. About three years ago he was promoted from cashier to assistant treasurer.

The pallbearers were close business associates in the insurance company—D. E. Ball, Lewis Stout, Robert J. Griffin, Vernon B. Travis, Ralph Raineer and Robert H. Barr.

**James W. Stevens, II**, agency vice-president of the Illinois Life, impresses those who come in contact with him at conventions and meetings with the fact that he is destined to become one of the best speakers among the younger life insurance executives. Mr. Stevens has a pleasing personality and a very easy way in expressing his views. At the agency convention of his company last week there were many reminiscences of years gone by, some going back to the early history of the company. When Mr. Stevens spoke he said that he was in the same position of the man in the restaurant when the waiter asked him if he desired ox tail soup. The man stated that he had never gone back that far. Mr. Stevens spends considerable time in the field among Illinois life managers and agents, and has become very well known in the ranks.

#### Speak in Canada

Dr. S. S. Huebner of the University of Pennsylvania and J. M. Holcombe of the Life Insurance Sales Research Bureau were on the program of the Dominion Life educational convention, held at Montreal this week.

## Swimming the Channel

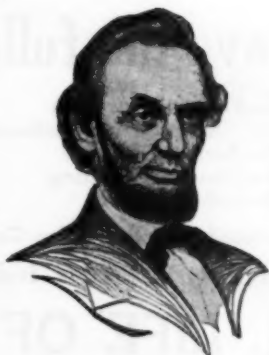
Icy waters of prejudice and tides of selfishness move in the channel of business which the Life Insurance man would conquer.

Those who are successful in gaining their objectives must have training and skill as well as determination of purpose.

The Lincoln National Life furnishes a complete educational course and field support as well as constant Home Office cooperation to help its agents win.

Results obtained by Lincoln National Life salesmen have convinced them that it pays to

LINK UP WITH THE LINCOLN



## The Lincoln National Life Insurance Company

*"Its Name Indicates Its Character"*

Lincoln Life Building Fort Wayne, Ind.

**More Than \$425,000,000 In Force**

# Empire Mutual Life Insurance Company of the United States

Home Office  
KANSAS CITY, MISSOURI

EXECUTIVE OFFICES  
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## ALAMO LIFE INSURANCE COMPANY

Graham Dowdell, Pres.

A progressive up-to-date company with a program of  
expansion and growth.  
All Texas is our field.

*"The Fast Growing Company of the Southwest"*  
San Antonio, Texas

# K A N S A S

NOW OPEN

## ROCKFORD LIFE INSURANCE COMPANY

Write to

Francis L. Brown, Secretary  
ROCKFORD, ILLINOIS

# 14 POINTS

## Our salesmen have the following equipment

- 1—Non-Medical
- 2—Salary Savings
- 3—Monthly Premium
- 4—Juvenile Policies
- 5—Payor Insurance

- 6—Female Insurance  
Without Restrictions
- 7—Annual Dividend
- 8—Non-Participating
- 9—Sub-Standard

- 10—Health and Accident
- 11—Direct Mail Advertising
- 12—Sales Promotion Dept.
- 13—Educational Course.
- 14—Sales Books

Plus Unexcelled Home Office Co-operation

Excellent General Agency Territory in Illinois, Indiana, Iowa, Missouri, Michigan

## MUTUAL LIFE OF ILLINOIS

(An Old Line Legal Reserve Company)  
Home Office: Springfield, Ill.

H. B. Hill, President

F. M. Feffer, Vice-President-Agency Director

## LIFE AGENCY CHANGES

### NEW BUFFALO AGENCY LINEUP

Howard W. Smith Becomes Sole General Agent for Aetna Life and Announces his Assistants

Howard W. Smith has been made sole general agent of the Aetna Life at Buffalo, N. Y., succeeding the firm of Smith & Searles. Mr. Smith began his life insurance career with the Aetna 23 years ago as cashier in the Rochester, N. Y., agency and for the past 13 years has been connected with the company in Buffalo.

Mr. Smith has engaged as assistant general agent Samuel J. Booth, and as agent supervisor Walter J. Butler. Mr. Booth has been assistant manager for the Travelers both in Buffalo and Pittsburgh, as well as having been at the home office as instructor in the sales training school. Mr. Butler was connected with the Rochester, N. Y., agency of the John Hancock for five years, until his recent affiliation with the Aetna.

### F. A. Hardestey

F. A. Hardestey has been appointed agency manager for the National Life U. S. A. in West Virginia. Mr. Hardestey is a young man, but has made an excellent record in the business. He has had a broad business experience, as proprietor and distributor of wholesale meat products, but his recent experience has been in life insurance work and he has made an excellent record in this.

### F. J. Wood

Freeman J. Wood, agency manager for the National Life U. S. A. in South Dakota, has been given additional ter-

ritory in southern Minnesota. Mr. Wood's agency now embraces a greatly increased agricultural field, in addition to a large industrial field in the Twin Cities.

### W. W. Barrow

Walter W. Barrow, who recently resigned as general agent at Richmond, Va., for the New England Mutual Life, has gone with the Massachusetts Mutual as associate general agent there with Charles B. Richardson, general agent. Mr. Richardson had for some time been desirous of associating someone with him who could relieve him of a part of his work. The agency covers Virginia and part of North Carolina. Mr. Barrow had represented the New England Mutual at Richmond as general agent for five years.

### Alexis B. Blanchard

Alexis B. Blanchard, formerly connected with the J. A. Golden agency of New York City and for 20 years with the Penn Mutual Life, has been appointed associate general agent of the New England Mutual Life with the Raymond L. Korndorfer agency, 2804 Third avenue, New York City.

### E. F. Carr

The Security Mutual Life of Binghamton announces the appointment of Edwin F. Carr as general agent for Boston and vicinity. Mr. Carr succeeds Carl H. Gleason, who resigned the general agency of the company early last year.

Mr. Carr is a native of Cambridge, Mass., and attended the Rindge Technical school and Georgetown University. Following college he played baseball in the New England, Southern and Federal leagues. During the war he served in the navy. In 1922 he became an agent for the Columbian National Life in Boston and in 1923 was made manager at Springfield, Mass. He left the Columbian National in July.

### J. M. Miller

The Mountain States Life, Denver, has been licensed in California. J. M. Miller is general agent. Mr. Miller is well known in insurance circles in California, having been one of the organizers of the Western National Life, prior to which he was agency secretary of the West Coast Life.

### W. V. Connell

Will V. Connell has been appointed supervisor of the northeast Texas department of the Reliance Life. Mr. Connell has been in the business only a year, but his work has clearly shown him as both a producer of big business and an agency organizer. He was formerly in the real estate field, joining the



Reliance Life as agent in June of last year and being appointed agency organizer in the fall.

#### Mrs. Mildred Miller

The Penn Mutual Life has opened a new office in Kansas City, Kan., under the management of Mrs. Mildred Poin-dexter Miller, who has been working under the Kansas City, Mo., office for a number of years at Hutchinson, Kan., and later in Kansas City. The new office in Kansas will take over a part of the territory that has been handled by J. P. and E. M. Somerville of Kansas City, Mo., in the past. Mrs. Miller has been a large personal writer, having established a minimum of \$250,000 annually and having confined her writings to women.

#### A. J. Williamson and W. S. Smith

The Maryland Life has appointed A. J. Williamson as field supervisor in Maryland and W. S. Smith for Maryland, Virginia, North Carolina, and Pennsylvania.

#### A. S. Cartwright and G. G. Dokter

The Occidental Life of Los Angeles has announced the promotion of A. S. Cartwright to branch manager in charge of the Denver office. He was formerly field superintendent at Missoula, Mont., and prior to the merger of the State Life of Montana with the Occidental he represented the former company in a similar capacity in the Wyoming and Colorado field.

Garrett G. Dokter has been appointed field superintendent to succeed Mr. Cartwright, with headquarters at Billings, Mont.

#### W. J. Earl

W. J. Earl has been appointed general agent of the Great Republic Life at Santa Rosa, Cal., according to announcement by W. H. Savage, vice-president. He will have charge of a number of counties in that portion of the state.

#### Paul Hevener

Paul Hevener, who recently resigned the general agency at San Diego, Cal., of the Reliance Life, has formed a connection with the Occidental Life of Los Angeles in the San Diego field and will produce both life and accident business. He has a well organized staff of sub-agents.

#### J. C. Hardin

J. C. Hardin has been appointed general agent for the Kansas City Life for Virginia, with Richmond headquarters, effective Nov. 1, succeeding the late Fred C. Neikirk. He was formerly an agent for the company in Texas with a good production record and was originally from Virginia. He is now located at Johnson City, Tenn.

#### Marshall W. Zeno

Marshall W. Zeno has been appointed manager of a new agency opened by the Western States Life in Hollywood, Cal. Mr. Zeno has been associated with the H. H. Hoyt office in the Sunset branch. He has been with the company since 1922 and has made an excellent record both in personal production and the appointing and training of new agents.

#### Life Agency Notes

L. C. Schroeder, for seven years secretary of the St. Paul, Minn., Board of Trade, has resigned to become associated with the Phoenix Mutual Life.

#### Name Soon to Be Changed

The Mutual Life of Springfield, Ill., is now arranging to change its name to the Abraham Lincoln Life on Jan. 1. The point is made that, especially in writing health and accident insurance, its name is confusing. Although it is a stock company, some take it to be an assessment company. It takes a distinctive name, being located at the old home of Lincoln.

## EASTERN STATES

### SELLS ON MAN'S CONFIDENCE

Agent Finds It Unprofitable to Argue  
Against Too Serious Objections  
Raised by Prospect

CHARLESTON, W. VA., Sept. 2.—A life insurance underwriter recently unbosomed himself in Charleston on the subject of selling insurance. "I have stopped kidding myself," said he, "that I could convince a buyer of life insurance by an array of figures that my company was the best ever. He is no actuary and would never understand the subject, anyway. I buy my shoes, not by brand, but because of confidence in the store keeper. He knows his stock and he knows me and wants my patronage to be of the repeating sort. He sells me what he thinks will satisfy me and will give good wearing qualities.

"What I aim to do is to convince my prospect that he is making a permanent investment. He is not trading in some stock that may rise and fall with market conditions. He is not investing for a quick trick. He is engaging in one of the serious things in life. I strive to make him a judge sitting on a case, to accept the brief I present which is designed so to convince him of the justice of my case that he is bound to give me his verdict.

"There are bargain hunters, I know. As soon as I spot that sort of chap, I slide away. I tell him I have no bargains to offer. If he wants to get shoddy goods I cannot prevent him from making a fool of himself. When he grabs a term policy, thinking he is getting a 20-payment contract, he is hopeless. My words would be wasted trying to change his opinion of his own ability to buy insurance.

"It took me a good many years to

## GREAT REPUBLIC LIFE INSURANCE COMPANY

of CALIFORNIA

Has openings for General Agents, District Managers and Local Agents in Missouri, Kansas and Oklahoma. Liberal First Year and Renewal Commissions, Up to Date Policy forms and Services of Agency Supervisor in development of territory.

For Full information address

W. H. SAVAGE, Vice-President  
Great Republic Life Bldg., 756 S. Spring St.  
Los Angeles, California  
Or A. L. HART, Agency Supervisor  
3639 Paseo, Kansas City, Missouri

## A Loyal Efficient, Agency, Corps

Back of the success of a life insurance company is a force of enthusiastic men and women in the field, following a vocation they like and serving a company in which they have confidence and pride. Their value to their respective communities and their own individual success stand upon the service their company renders to its constituent members—the proving test.

The Mutual Life of New York, the first American legal reserve mutual life insurance company, has for eighty-three years met the proving test of service to its members. Today, this Company's high prestige accorded to public service and achievement is upborne and carried on by loyal, efficient and contented field workers.

They have unsurpassed contracts and facilities to offer to their public—all standard forms of insurance (ages 10 to 70) and annuities, both for men and for women; Disability and Double Indemnity Benefits; policy loans in branch agencies, and all other features of service the Company deems justified.

They take a pride in building greatly upon a great past—a loyal, efficient agency corps successful for the Company and for themselves.

Those who contemplate life insurance field work as a vocation are invited to write to

**The Mutual Life Insurance Co.**  
of New York  
34 NASSAU STREET  
NEW YORK, N. Y.

# 53.3%

of the new business issued by The Northwestern  
Mutual Life Insurance Company of Milwaukee,  
Wisconsin, in 1925 was upon applications of  
members previously insured in the Company.

The  
Policyholders'  
Company



Once a Policy-  
holder—Always  
a Prospect.

**THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY**  
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President



## THE SOUTHERN STATES LIFE INSURANCE COMPANY ATLANTA, GEORGIA

**T**HE Southern States Life, organized in 1906, has an enviable record—20 years of honorable and successful relations with agent and policyholder.

During this time the company has been cultivating and serving well its field—Dixie.

Today there is opportunity in Dixie—the South is awaking industrially. To men who are unattached and to new men the Southern States has an attractive proposition.

Wilmer L. Moore,  
PRESIDENT



### COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident  
Life Policies—Disability Policies—Accident Policies

Sub-Standard Standard Super-Standard

One Company  
40 Popular Life Forms

One Correspondent  
7 H & A and Auto Injury Forms

One Contract  
Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

**THE OHIO STATE LIFE INSURANCE COMPANY  
COLUMBUS, OHIO**

If	If
Territory does make a difference	You are a producer
If	If
Close co-operation is necessary	You believe in yourself
If	If
A friendly interest is needed	You want a REAL job

Write or wire

S. M. CROSS, President

**COLUMBIA LIFE  
INSURANCE COMPANY**  
Cincinnati, Ohio

learn that it is hard to change a man's politics or his religion. When I find a prospect full of wise cracks about life insurance, I give him right up. I will not argue with him. By and by when he seems in a more docile frame of mind I may undertake to sell him, if he is still available."

#### Baltimore Company Changes Name

The Peoples Life of Baltimore has changed its name to the Royal Life and has also moved from its former location at 318 North Green street to larger and more convenient quarters in the Knickerbocker building at 220 East Lexington street, Baltimore.

The officers of the new company are:

Howard C. Knott, president; Thomas Grosnell, secretary, and James F. Kelly, manager. George Steffey, formerly secretary before the new company was formed, resigned, and James F. Kelly joined the organization as manager. Mr. Kelly has not allowed any endowment business to be written since his appointment, and it has not been decided by the officials whether the new firm will withdraw from this line or not.

#### Burnett on Western Trip

Paul M. Burnett, president of the Maryland Life of Baltimore, left Saturday for Chicago to examine the various branch offices of his firm in the middle west.

### IN THE MISSISSIPPI VALLEY

#### EQUITABLE AGENCY MEETING

Wisconsin Men Hold Annual Conference With Educational and Inspirational Program of Addresses

MILWAUKEE, Sept. 2.—One hundred agents attended the annual conference of the Equitable Life held at Pine Point resort, Elkhart Lake, Wis., last week. E. L. Carson, agency manager, who presided at the sessions, announced that in the eight weeks' campaign which preceded the conference, the agency had produced 1,510 applications for more than \$4,000,000 applied-for business.

Guests at the convention who talked were Frank H. Davis, agency vice-president, New York city; John A. Hartigan, St. Paul; A. E. Patterson, agency manager, Chicago; and H. F. Berls, resident supervisor, Chicago. They addressed the agents on life insurance and its possibilities. Other speakers on the program included T. J. McCarthy, district manager, Oshkosh; M. W. Smith, district manager, Sparta; William F. Collins, banker, Arnott, Wis.; I. C. Baldwin, agency instructor, Milwaukee; Charles S. Ristow, Black River Falls, president of the Leaders club, "Selling Country Business"; and W. H. Bender, city manager for Milwaukee, "My Definition of Success."

#### KANSAS SAFETY CAMPAIGN UP

Superintendent Baker Asks Insurance Companies to Participate in Organization of State Council

TOPEKA, KAN., Sept. 1.—All of the insurance companies operating in Kansas have been asked to give their active assistance to the formation of the Kansas safety council and aid in carrying out the safety first program. Superintendent Baker has sent a letter to all companies asking for their active participation in the meeting of the council Sept. 9-10. This meeting was called at a conference of representatives of 40 state-wide organizations which felt the need of a safety first campaign.

While the campaign would directly affect the life and accident, motor car liability and property damage companies chiefly, the other companies would receive considerable indirect benefit. The Travelers has made a subscription to the council and has arranged for not less than 10 of its representatives to attend the council meeting. It is the only company which has appeared active in the work.

Judge Jesse Greenleaf of the public service commission of Kansas is chairman of the advisory committee, and preparations have been made to obtain prominent speakers from neighboring states. The program calls for a banquet on the night of Sept. 9. It is expected that definite plans will be formulated looking toward the perfection of the organization.

#### OPPOSE FORFEITURE CLAUSE

Determined Fight Against Radical Concessions to Companies Before Adoption of Kansas Code Seen

TOPEKA, KAN., Sept. 1.—The tentative draft of the new Kansas code has been sent out by the commission and already there is one sharp fight in prospect for the code when it gets into the legislature. This is over the proposed amendment to the forfeiture section of the life insurance provisions of the new code. The commission was not unanimous in the ruling to provide that where a notice of forfeiture has been sent to the holder of a life insurance policy, no suit to reinstate that policy could be brought six months after the forfeiture. This is a radical change from the statute of limitations relative to life insurance contracts. The general statute is for five years' limitation on life insurance contracts, but this provision in the forfeiture section fixes six months as the limit in which suit may be brought to reinstate a policy.

Several members of the legislature feel that the companies have had enough changes in the forfeiture law in the last few years so that they should not ask for a change in the statute of limitations. These members are prepared to make a fight against this section of the code, and if the pressure becomes strong enough it may jeopardize the work of the commission for nearly two years. The forfeiture law was amended to take care of the industrial policies. Then it was amended so that it would take care of all policies and have the grace period and the 30 days' forfeiture period operate concurrently and to make the forfeitures effective after six months from the time the notice was served. These are regarded as sufficient concessions, and those who have long supported the forfeiture law and who also helped in the amendments are getting head to start an active fight against the proposed provision. If it cannot be removed they will launch a fight against the entire code.

#### Appeal Nebraska Tax Complaint

N. M. Sommerville, a retired minister who specializes in suits against life insurance companies, has appealed to the Nebraska supreme court from the action of the district court of Douglas county in dismissing his complaint filed with the county board with respect to the taxation of life and accident companies in Omaha. The board has refused to hear the complaint.

#### Organize American Thrift

LINCOLN, NEB., Sept. 1.—The American Thrift Assurance has secured the approval of the Nebraska insurance department to its articles of incorporation as a mutual legal reserve life company. It may begin business when it has sold 200 contracts and deposited at least \$30,000 in securities with the department. The officers of the company are: President, Ralph A. Van Orsdel,



Omaha; vice-president, Harry S. Byrne, Omaha; secretary, John C. Morrow, Lincoln, and treasurer, John S. McGurk, Omaha. The directors are: James A. Rodman, Omaha; Lee Basye, assistant attorney general, Lincoln; Roy L. Cochran, state engineer, Lincoln; A. H. Scribner and Dr. O. A. Runyon, Omaha, and E. V. Weidman, H. W. Scott and Clyde D. Wilson, Lincoln.

#### Adams to Be Toastmaster

Claris Adams of Indianapolis, secretary of the American Life Convention, has accepted an invitation from the Wisconsin Insurance Day committee to act as toastmaster at the banquet in Milwaukee, Oct. 20, which will close the first Insurance Day in Wisconsin. The Insurance Federation of Wisconsin is sponsoring the event and anticipates several hundred agents from every section of the state will be present.

Henry F. Tyrrell, legislative counsel for Northwestern Mutual Life, chairman of the speakers' committee, says tentative acceptances have been received from several other important speakers. Invitations have been extended to the president of one of the largest life companies in the business and to the head of a great fire insurance organization, and both men are almost certain to accept.

Speakers already announced are Joseph R. Wilson, manager of the development division of Maryland Casualty, and Edward Stone, United States manager Employers Liability.

#### New York Life Fargo Meeting

About 40 agents of the New York Life met at the headquarters of the company at Fargo, N. D., Aug. 28 for a branch office meeting. C. W. Ledgerwood, Fargo, manager of the Fargo branch, was in charge of the morning meeting and R. E. Peterson, Minneapolis, conducted the afternoon meeting.

#### Dumont C. of C. Speaker

John R. Dumont, insurance commissioner of Nebraska, will be the chief speaker at a public affairs luncheon at the Chamber of Commerce in Omaha Sept. 16. This luncheon will be given in honor of 150 field workers of the Woodmen Circle, representing 28 states. Greetings will be extended by the president of the Chamber of Commerce and a representative of the Association of Omaha Insurance Companies.

#### THE SOUTHERN STATES

#### PRESENT VALUE IS PROVED

**Texas Farmers Learn That Life Insurance Can Help Now As Well As After Their Death**

DALLAS, TEX., Sept. 2.—With prospects for life insurance production greatly increased by the removal of the financial stringency that has existed for several years in the rural districts, it is pointed out that from the policyholder's viewpoint, there has been a very valuable lesson conveyed during the recent stringency, relative to life insurance. Those receiving pecuniary assistance through the cash value of the policies they had maintained in times of plenty will not soon forget the help in time of distress. All that many farmers have had to support their families and feed their stock during the dull years has been the help received from their insuring companies. In one company's Central Texas district office, between \$11,000 and \$12,000 has been loaned the past year, with only a 7 per cent lapse ratio of policies, which occurred on second year premiums and were in all probability inevitable under any circumstances. The tenant farmers in Texas especially have learned the past 16 months that their insurance policies render them greater service than the banks and that their companies are their best bets in time of stringency.

Certainly they have discovered that their insurers are kinder than their landlords.

This experience will encourage farmers to buy more life insurance policies and of larger amounts than in the past, since they have learned they will not need to rely upon the banks in the event of recurring crop failure. The tenant farmer's bank credit is limited to the amount it requires to buy groceries for his family and feed for the stock and makes no allowance for the clothing and fuel needed to keep warm the family of the farmer. The banks count every grain of corn to be sure none is wasted, which penurious attitude does not endear the local banking institution to the distressed farmer. However, when the farmer held a life insurance policy of five years standing, he discovered he could walk into his agent's office and borrow \$400 to \$500 at 6 per cent instead of the prevailing 8 per cent of the bank and in return was not asked to mortgage his stock, future crops, wife, children or future children in order to survive the lean months before another crop. This increased friendliness on the part of the farmer has not escaped the watchful eye of the alert life insurance agent and he will in the future bring home to the aspirant for additional protection the charms to be had while alive from the ownership

## A Hearty Welcome!

The great City of Philadelphia is host to the Nation during these months of celebration of the one hundred and fiftieth anniversary of the signing of the Declaration of Independence, and it is commemorating that momentous event by a Sesqui-Centennial Exposition of notable character, which is the historical successor of the Centennial Exposition of 1876.

The Home Office of the Penn Mutual is on famous Independence Square in Philadelphia, facing Independence Hall, where the Declaration was signed and where hung, and now reposes, the sacred Liberty Bell. We have a hearty welcome for life underwriters who are visitors to Philadelphia during these festival months.

**The Penn Mutual Life Insurance Company**  
Philadelphia, Pa.

Organized 1847

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.65 The National Underwriter Company, 1322 Insurance Exchange, Chicago.

## Our Agents Have

**A Wider Field—  
An Increased Opportunity  
Because We Have**

General Age Limits 0 to 60.  
Non-Medical Age Limits 0 to 45.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies, Medical and Non-Medical.

Same Rates for Males and Females, Medical and Non-Medical.

Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.

Standard and Substandard Risk Contracts.

Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.

**THE OLD COLONY LIFE INSURANCE COMPANY**  
of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

of a sizeable policy, as well as the protection rendered in event of demise—in short, its value in times of panic.

#### Business Men's Assurance Meeting

F. E. Young, assistant Oklahoma insurance commissioner, was principal speaker at a banquet at Oklahoma City given by the Business Men's Assurance, following a two-day sales conference. A. W. Hogue, vice-president, presided. Other home office officials present at the congress and banquet included G. M. Greely, assistant sales manager; E. J. Montague, educational director, and Lou Graham, chief claim adjuster.

The prospective establishment of a

state office was announced by Mr. Montague. The meeting was attended by 23 Oklahoma agents.

#### Kansas Life's Texas Change

Announcement of a change in the headquarters of the Kansas Life for Texas has been made by Dr. F. H. Scholle, secretary and general manager. C. R. Holland, general agent for Texas, who is now located in Dallas, will occupy offices in the Second National Bank building, Houston, as headquarters for Texas. R. H. Goble, who has been agency cashier in the Dallas office, will become general agent at Dallas. The change was effective Sept. 1.

**A** LEGAL RESERVE LIFE INSURANCE CO. with almost two hundred millions of Insurance in force wants an experienced man to take charge of its Renewal and Reinstatement Department. Must be between 25 and 35 years of age and must have had extended experience. Splendid opportunity for advancement for right man. Replies will be held confidential.

ADDRESS T-19

care of The National Underwriter

## Dynamic Detroit Life

*A Record in Michigan*

Detroit Life Insurance Company underwriters honored their president, Mr. M. E. O'Brien, with a record production of \$4,135,895 new business in the month of June, 1926. This is the largest amount of life insurance ever written in Michigan by any life insurance company in a single month.

The life insurance message of security and happiness was carried by these Detroit Life Representatives into the homes of 1,500 people in this single month. This brings the total writings of the Detroit Life Insurance Company up to \$14,580,744 for the first six months of 1926, compared with \$11,762,000 for the same period last year.

It is interesting and significant that the citizens of Michigan should express their confidence in the institution of life insurance to such an extent, that the total life insurance written by the Detroit Life within thirty days should establish this new record in Life Insurance History in Michigan.

**DETROIT LIFE INSURANCE CO.**

*"The Company of Service"*

HOME OFFICE BUILDING 2210 PARK AVE.

Life insurance opportunities available.  
Good Contracts—Write Homer Guck, Assistant to the President.

## PACIFIC COAST AND MOUNTAIN FIELD

### WEST AMERICAN LIFE FORMED

#### New Los Angeles Company Now Being Organized Will Be Member of Group

LOS ANGELES, Sept. 2.—A new life insurance company to be known as the West American Life of Los Angeles is now in process of organization in this city. Incorporation papers have been filed with the secretary of state in Sacramento, the incorporators being Thomas R. Lamb, William L. Hughson, D. L. Puckett, A. D. Plughoff and Joseph Musgrove, all of whom are actively identified with the West American group, of which the new company will be a running mate. The companies now composing the fleet are the West American, West American Casualty and Western Underwriters. The parent company, writing fire and automobile insurance, is now operating in California, Washington and Oregon.

It is understood that the new life company will be incorporated with a capital stock of \$500,000 and a surplus of an equal amount. The officers are all men who are prominent in the management of the other members of the group, the personnel being as follows: Thomas R. Lamb, president; George Haberfelde, Ralph Hamlin, A. D. Plughoff, G. G. Bundy, vice-presidents; Joseph Musgrove, secretary; A. D. Plughoff, treasurer. It is not expected that the West American Life will be ready to engage in the writing of business until about the first of the year.

#### Made Good Record

The Inter-Mountain Life of Salt Lake City paid for \$2,670,092 new business for the first six months of 1926 as compared with \$2,363,417 new paid for business the first six months of 1925. The increase of insurance in force for the first six months of 1926 was \$1,191,238.

#### Roberts to Give Addresses

Roy Ray Roberts of Los Angeles, star producer of the Massachusetts Mutual Life, who is scheduled to appear on the program of the National Association of Life Underwriters at Atlantic

City, will make several speeches en route, one before the Kansas City life underwriters and another before the Detroit life underwriters. Mr. Roberts, who is known as the "life insurance engineer" and who has a unique method of selling which he explains by using charts, will also speak on the national program of the Massachusetts Mutual at Swampscott, Mass. He will also give demonstration sales in connection with his talks before the various associations.

#### Lincoln National Coast Changes

Harry G. Everett, state manager of the Lincoln National Life, announces the recent appointment of E. G. Randall as agency supervisor of the local field staff. This is a promotion for Mr. Randall, who was formerly district agent at Long Beach. He is an old-timer with the company, his term of service being more than 18 years.

Other appointments in the southern California field include J. B. Lincoln as district manager at San Bernardino and T. J. Power as district manager at Ventura, both of whom have been connected with the company for some time.

#### Burgess Joins Van Winkle Agency

Frederick S. Burgess, for many years a prominent leader of the southern California agency at Los Angeles of the Mutual Life of New York and formerly a big writer in the home office agency of the Pacific Mutual, has formed the organization of Frederick S. Burgess & Son and made a connection with the Kellogg Van Winkle agency of the Equitable Life of New York in Los Angeles.

#### Pearson With Western States

J. W. Pearson has returned to the home office staff of the Western States Life as agency secretary to assist R. M. Beckley, manager of agencies. Mr. Pearson first joined the Western States Life in 1914 in the application department, of which he later was made manager. Following service in the army, Mr. Pearson returned to the Western States Life, remaining with it until 1924. Since then he has been a general agent for the Pacific Mutual Life, now leaving field work to return to his old connection.

## IN THE ACCIDENT AND HEALTH FIELD

### SPEAKERS AT CLAIM MEETING

#### Two Additions to Program for Convention at Swampscott, Mass., Next Week Are Announced

KANSAS CITY, MO., Sept. 1.—Two additional program items have been announced by J. H. Torrance, chairman of the program committee, for the convention of the International Claim Association at Swampscott next week.

The most novel feature of the program undoubtedly will be an illustrated address by Dr. George Burgess McGrath of Boston on "Homicides." Dr. McGrath is said to have had unusual opportunities, as a medical examiner, to investigate deaths on which doubt existed as to causes, and to secure both data and pictures to indicate the evidence in these cases. He will show pictures of the significant evidence in many of the cases that he has studied, and will develop to the association some of his original conclusions with reference to study of deaths that might appear to be accidental or natural, yet were caused by intention, or resulted from intention of another to injure. He will confine his talk to homicides, though the suicide element concerned.

with intentional injuries may be touched upon incidentally.

Dr. Frank B. Granger of Boston, widely known medical man and scholar, will talk on "The Relation of Physiotherapy to Industrial Accidents and Diseases."

John Patterson, vice-president of the Massachusetts Bonding, will deliver greetings to the Claim Association from the Health & Accident Underwriters' Conference, of which he is president.

### FAVOR THE WAITING PERIOD

#### Chicago Company Officials Think There Should Be Uniform Action as to Health Insurance

Officials of companies in Chicago that write health insurance are much interested in the discussions being exchanged as to eliminating full coverage and having a waiting period. This question undoubtedly will be one of the most interesting at the forthcoming meeting of the Health & Accident Underwriters Conference at Gloucester, Mass. One Chicago official expressed the opinion that little can be done in the way of progress in this direction until there is practical uniformity among



the companies. The opinion is generally held that companies should agree on at least eliminating the first week's benefit. If, however, full coverage is desired a rider should be offered at a much higher premium. Officials agree that it is the small claims of short duration that are eating up the profits and keeping the claim ratio high.

Secretary James F. Ramey of the Washington-Fidelity-National of Chicago believes that agents can do much to discourage small claims if they will religiously go at it. The agents have been inclined to encourage the filing of such claims to show that they are on the job and ready to render service. Mr. Ramey declared there are three methods that an agent can follow who is confronted with a client who wants to realize on his insurance for a slight illness. He suggests that the agent laugh it off with the admonition, "Go back to your work and forget about it." Of course an agent hesitates to do this for fear of alienating a good customer. Other agents stand up for the claimant at all odds and make a false friend of him. Mr. Ramey makes the suggestion that a good agent will say something like this: "Why, Mr. Jones, you do not want to try to collect on two or three days' illness, do you? If you do this two or three times our company will feel that you are trying to impose on it and when you have a serious claim it might not be so liberal." Mr. Ramey suggests that the companies might agree to pay half benefit for the first two weeks.

#### Enjoin Revocation of License

COLUMBUS, O., Aug. 31.—H. L. Conn, superintendent of insurance, has been sued by the Woodmen Accident of Lincoln, Neb., which has been doing an accident insurance business in Ohio for 25 years, to prevent him from revoking the license. Superintendent Conn on Aug. 29 issued an order revoking the license on the ground that it has illegally expended more than 30 percent of its income in operating expenses. He is now restrained by the court from interfering with the company and by Sept. 23 must show cause why he should not be permanently enjoined.

Superintendent Conn has also served notice on the Central Health of Lincoln, Interstate Business Men's Accident of Des Moines, and Mutual Benefit Health & Accident of Omaha, that their authority to transact business in Ohio has been revoked effective Sept. 10 because of their failure to comply with the Ohio law which provides that the expenses of foreign accident and health associations shall not exceed 30 percent.

#### Lusk Made Manager

Lewis Lusk, pioneer Spokane, Wash., insurance man has been appointed manager for eastern Washington for the North American Accident and has opened offices in the Paulsen building. He expects to issue a number of the new limited accident and sickness policies to subscribers of the Spokane "Chronicle."

#### National L. & A. Promotions

Supervisor N. T. Webb of the National Life & Accident has been advanced to assistant western division manager. He will be associated with Western Manager W. H. Julian in Dallas and will travel the entire western division territory for the company. He has served as an agent and superintendent in Dallas, as manager at Oklahoma City and was appointed western supervisor July 15, 1918.

J. H. Wise of Montgomery and W. M. Harper of the Ensley district have been promoted to superintendencies in their respective districts.

#### Hold Up Stock Sales

The stock sales of the Reserve Life & Accident of Arkansas City, Kan., have been suspended by order of the Kansas Blue Sky Commission. It has been operating as a burial insurance company for some months and recently announced that it would sell additional authorized capital and extend its field to life insurance. It has an authorized capital of \$100,000 and the stock is of \$1 per share par value.

The company obtained authority from the blue sky department to sell the stock at \$5 per share and on a 20 percent commission. The board expected that

this would give the agent \$1 and the company \$1 for capital and \$3 for surplus. But it has just been found that officials of the company held 20,000 shares under an option whereby they were to pay \$1.10 a share to the com-

pany and that this stock was being sold at \$5 a share instead of the treasury stock. The company thus received only \$1.10 of the selling price. The department then stopped the stock sales pending further investigation.

## WITH INDUSTRIAL MEN

### NEWS OF THE PRUDENTIAL

#### Number of Promotions Have Been Made From the Ranks—Some New Districts Created

The increase in population in Evansville, Ind., and the growth of the Prudential's business in that city has necessitated the opening of a new superintendency. Assistant Superintendent W. Raleigh Hammond, who had been operating in the detached assistantcy at Owensboro, Ky., has been appointed superintendent of the Evansville No. 2 district. Assistant Arthur M. Starkey, who had been in charge of the detached assistantcy at Frankfort, Ind., was promoted to superintendent of the Evansville No. 1 district, succeeding D. C. Williams, who had resigned in order to care for his personal interests in Florida.

A new district has been opened in Indianapolis, making the fourth in that

city. Charles Battenberg took charge of the new office, going there from South Bend, Ind., where he had been assistant for several years.

Logansport, Ind., for several years a detached assistantcy of the Lafayette district, has been raised to superintendency rank. David A. Christopher, for many years superintendent at Fort Wayne, Ind., was placed in charge of the district. The Fort Wayne district is under the direction of Superintendent W. C. Scott, who for several years has been in charge of the company's affairs in Louisville, Ky.

C. E. Rowlett has been transferred from New Orleans to Louisville No. 1, a field in which he did good work prior to his advancement to the superintendency ranks several years ago.

A new district has been opened in Buffalo, to be known as Buffalo No. 5. The office is in the Ellicott Square Building and is in charge of Matthew E. Conboy, as superintendent. He entered the company's service on April 24, 1916, in the Buffalo No. 1 district and on Aug. 5,

1918, was promoted to assistant superintendent. On Nov. 19, 1923, he was transferred from Buffalo No. 1 to Buffalo No. 3, where he has continued as an assistant superintendent.

"Thirteen is not always unlucky" when one comes to figure out that Brooklyn No. 13 is honored with the two leading assistant superintendents in the division in industrial net increase for the year.

Superintendent Frank J. Dughi has returned after a long siege of serious illness and again plunged into the activities of the Brooklyn No. 9 superintendency.

Agent Boleslaw M. Korycinaki of the Syracuse No. 2 district, has assumed charge of the new assistantcy formed in that district. He was appointed July 9, 1917.

Recent promotions to the rank of assistant superintendents include Willis E. Small, Manchester, N. H., and Charles F. Flannery, Lowell, Mass.

#### Life Notes

The Monarch Life of Springfield, Mass., has been licensed in Michigan.

James O. Hoffman, 58, general agent at Iowa City, Ia., for the Bankers' Reserve Life, Mutual Life of Illinois and the Union Mutual Casualty, died last week, following a heart attack.

A crack baseball club representing the Inter-Southern Life of Louisville played great ball through its league season, winning the pennant easily, but lost out in the first game of the elimination series to establish the sand lot champion of the city and a trip to the World Series.

## Offering Something New and Different to GENERAL AGENTS

Arkansas, Kansas, Missouri, Ohio, Oklahoma, Pennsylvania and Texas

### PROSPECTS OR "SUSPECTS?"

We have devised a unique PRE-APPROACH PLAN which ABSOLUTELY transforms "Suspects" into PROSPECTS.

A NEW CHILD'S EDUCATIONAL ENDOWMENT POLICY insuring the child as well as the beneficiary—a "TWO-IN-ONE CONTRACT" waiving further premium payments in event of death or disability of the parent or guardian. This contract is non-medical up to \$2,000.00 and insures children from one day old to nine years. Paying in monthly sums when the child is ready for College.

A closing argument in pictures and facts put up in a convenient CANVASSING PORTFOLIO which aids in securing the "name on the dotted line." This brings both the sense of sight and hearing into play and PRODUCES BUSINESS that would otherwise be lost.

Many other NEW FEATURES in the making that will materially assist our representatives.

### MEN OF CHARACTER AND ABILITY WANTED

## The Bank Savings Life Insurance Company Of Topeka, Kansas

GEO. L. GROGAN

Manager of Agencies

Company Incorporated 1908

Guaranteed Low Cost



*And now!*

the last word in up to date accident insurance.

The Motorists Complete Accident Policy

Form 237

Continental Casualty Co.

H. G. B. ALEXANDER, President  
CHICAGO, ILLINOIS

### HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

PROTECTS THE ENTIRE FAMILY

POLICIES ARE ISSUED FROM BIRTH TO SIXTY YEARS NEXT BIRTHDAY

*Home Life Agents are satisfied*

*A Home Life Contract brings prosperity and progress*

\* \* \* \* \*

*Home Life policyholders are satisfied*

*A Home Life policy brings peace of mind to the man who loves his family*

INDEPENDENCE SQUARE PHILADELPHIA, PENNA.

### Life Insurance for a Greater Number



The scope of National Life service is evidenced by the number of applications received from the uninsured, which average about 50% of the total. It is further evidenced by the fact that under 46% of the policies becoming claims, the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

National Life Association - Des Moines, Iowa

### Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President  
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer  
DR. J. H. IGLEHART, Medical Director

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

### ENTERS NON-MEDICAL FIELD

Illinois Bankers Life Also Announces New Contract Known as "Pure Protection Policy"

The Illinois Bankers Life has announced the addition of the non-medical plan, by which it will accept applications for \$2,500 on new male applicants, and \$1,000 on new female applicants, without medical examination. In case the applicant has passed a satisfactory medical examination and has been issued a policy within the past three years, additional insurance of \$5,000 may be written on male lives and \$2,000 on female lives, provided the amount including the amount applied for does not exceed the association's own retention, which is \$15,000 on male lives and \$3,000 on female lives.

#### Announces New Policy

The association has also announced the addition of a new policy form called "Pure Protection Policy" which is a term policy with all the special features not now ordinarily applied to term insurance. The policy, which will be written in any amount from \$2,000 to \$25,000, will include total disability, double indemnity and triple indemnity features. The annual rates per \$1,000 on the new "pure protection policy" are as follows:

#### Annual Rates on \$1,000

Premiums Increase Annually  
Savings Rate Does Not

Age	Life, T. D. & T. L.	Life Only	\$1,000 Savings at 65	Life, T. D. & T. L. and Savings	Life and Savings
15	\$11.72	7.44	6.60	\$18.32	\$14.04
16	11.81	7.53	6.60	18.72	14.44
17	11.93	7.65	7.24	19.17	14.89
18	12.04	7.76	7.58	19.62	15.34
19	12.17	7.89	7.95	20.12	15.84
20	12.31	8.03	8.34	20.65	16.37
21	12.54	8.15	8.75	21.29	16.90
22	12.77	8.28	9.18	21.95	17.46
23	12.91	8.36	9.64	22.55	18.00
24	13.04	8.45	10.12	23.16	18.57
25	13.14	8.53	10.64	23.78	19.17
26	13.25	8.59	11.19	24.44	19.78
27	13.36	8.63	11.77	25.13	20.40
28	13.44	8.65	12.40	25.84	21.05
29	13.52	8.68	13.06	26.58	21.74
30	13.60	8.72	13.77	27.37	22.49
31	13.66	8.75	14.53	28.19	23.28
32	13.73	8.79	15.34	29.07	24.12
33	13.84	8.88	16.21	30.05	25.09
34	14.00	9.00	17.15	31.15	26.15
35	14.15	9.13	18.16	32.31	27.29
36	14.29	9.33	19.25	33.64	28.58
37	14.66	9.56	20.43	35.09	29.99
38	14.96	9.81	21.70	36.66	31.51
39	15.34	10.12	23.09	38.43	33.21
40	15.76	10.48	24.61	40.37	35.09
41	16.18	10.84	26.26	42.44	37.10
42	16.70	11.30	28.08	44.78	39.39
43	17.26	11.78	30.08	47.34	41.86
44	17.92	12.34	32.30	50.23	44.64
45	18.66	12.97	34.75	53.41	47.72
46	19.43	13.65			
47	20.32	14.42			
48	21.32	15.27			
49	22.46	16.22			
50	23.72	17.26			
51	25.04	18.36			
52	26.60	19.64			
53	28.26	20.98			
54	30.14	22.48			
55	32.16	24.08			
56	34.51	25.68			
57	37.18	27.86			
58	40.14	30.05			
59	43.40	32.44			
Life Renewal					
60	44.21	35.08			
61	48.38	37.89			
62	52.97	40.96			
63	58.02	44.31			
64	63.52	47.94			
65	Dis. Ceases	61.88	(or level rate \$82.40.)		
66		55.10			
67		60.73			
68		65.69			
69		71.08			
70		76.89			
71		83.16			
72		89.94			
73		97.23			
74		105.06			
75		113.51			

There are two freedoms—the false, where a man is free to do what he likes; the true, where a man is free to do what he ought.—Kingsley.

### CENTRAL LIFE'S NEW POLICY

Chicago Company Has 20 Payment Life Form With One Half Protection After Premium Period

The Central Life of Illinois is issuing a new 20 payment life policy providing double protection the first 20 years, or rather one half protection after the first 20 years. The subjoined table shows the rates per \$1,000 of insurance, although the minimum policy is \$2,000. The insured pays these rates for 20 years. If he dies before the expiration of that period, the beneficiary receives \$1,000 of insurance, but if he survives the premium paying period, he has only \$500 of paid up insurance. Following are the non-participating rates per \$1,000 of insurance the first 20 years or \$500 thereafter, on the annual basis without the disability feature:

21	\$17.77	36	\$25.21
22	18.07	37	26.12
23	18.38	38	27.13
24	18.73	39	28.24
25	19.07	40	29.47
26	19.45	41	30.82
27	19.84	42	32.35
28	20.28	43	34.06
29	20.73	44	35.98
30	21.22	45	38.14
31	21.75	46	40.50
32	22.33	47	43.38
33	22.96	48	46.58
34	23.64	49	50.32
35	24.41	50	54.65

### Missouri State Life

The rates on the new modified life policy recently announced by the Missouri State Life, granting one-half the ultimate premium for the first five years, are now given as follows:

Age	First 5 Years			After 5 Years		
	Class A	Class B	Class C	Class A	Class B	Class C
20	\$7.95	\$8.12	\$9.38	\$5.10	\$5.27	\$16.53
21	8.00	8.18	9.48	5.15	5.32	16.96
22	8.05	8.23	9.57	5.18	5.36	17.40
23	8.10	8.29	9.67	5.20	5.38	17.86
24	8.30	8.50	9.91	5.25	5.43	18.31
25	8.51	8.72	10.18	5.30	5.48	18.89
30	9.74	10.01	11.69	5.98	6.15	21.43
35	11.35	11.71	13.66	7.20	7.36	25.01
40	13.66	14.17	16.50	8.75	8.91	30.16
45	17.01	17.78	20.57	11.02	11.28	37.58
50	21.66	22.85	26.30	14.51	14.81	47.96
55	28.35	30.20	34.62	19.50	19.85	62.97
60	37.97	Not issued	75.94	Not issued		

### LOCAL ASSOCIATIONS

#### WADDLE CHOSEN SECRETARY

Takes Post With Los Angeles Association, as Result of Disability of Spencer S. Cole

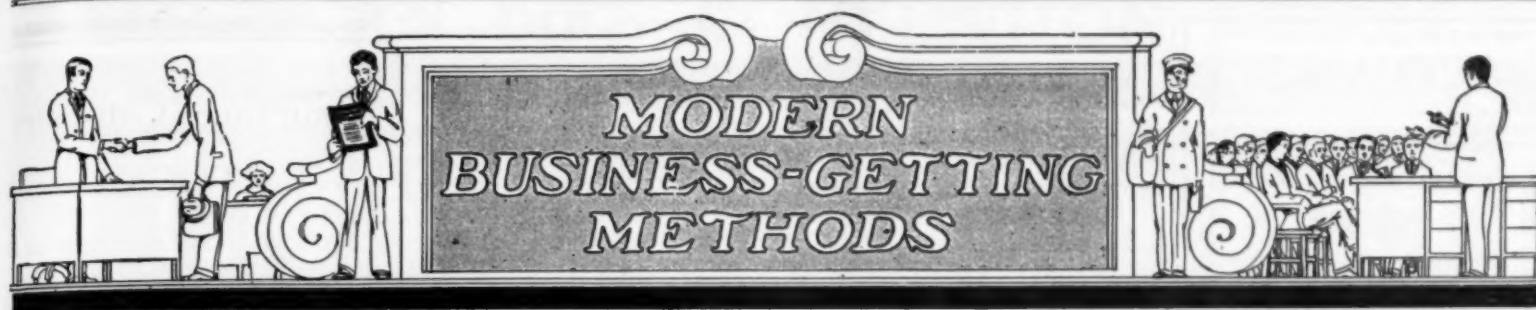
Following the resignation of Spencer S. Cole as secretary of the Life Underwriters' Association of Los Angeles, due to his having recently suffered a paralytic stroke which resulted in temporary disability, the board of directors has appointed E. K. Waddle to fill the position. Mr. Waddle is an experienced life underwriter, having been with the Occidental Life five years. His father, William Waddle, is field superintendent of the Occidental, with which company he has been a leading producer for 16 years.

The regular monthly dinner-meetings of the association, which were discontinued during the summer months, will be resumed September 30 with an entertainment program under the direction of Wilmer M. Hammond, manager of the local agency of the Aetna Life.

Oklahoma City—In a 30-minute intensive membership drive the students at the Lovelace sales school in summer

(CONTINUED ON PAGE 28)





## Underwriting of Business Ventures Is a Great Field for the Agent Who Approaches the Problem Intelligently

"LIFE insurance is a misnomer, for there is really no such thing as life insurance," declares Russell D. Beadle, assistant to President C. L. Ayres of the American Life of Detroit. "You could not insure my life five minutes longer than the good Lord allows it. We call everything life insurance: business insurance, estate insurance, and all similar things. It is underwriting. We are guaranteeing and underwriting the things a man wants to accomplish in his business, in his family affairs, in his estate or what not. Let us try to eliminate the term life insurance as far as we can and talk to a man about the things he needs and wants to do and show him how we can underwrite the plans he has and guarantee to him that if he is taken away while he is doing these things, we will complete them for him. Isn't that service?"

### Individually Owned Concern Is a Frequent Situation

Illustrating the technique and the results of competent business underwriting, Mr. Beadle outlined its application to each of the several forms of business. The most usual type is that of the small store or manufacturing plant run by an individual. Take for instance a shoe store. The owner probably is a former shoe clerk who collected a little capital and started for himself in a very modest way. By putting all his profits back into the business, he has increased its size greatly and made it quite profitable. But the profits depend entirely upon his initiative and brains. If he died, his wife and family, perhaps, could not run it with a profit and might be forced to sell out at a loss.

### Must Be Ready to Meet His Obligations

"Take this business of the shoe merchant," Mr. Beadle said. "He may be doing \$300 to \$400 a week business. What is that business worth as a going concern? His profits run about 20 percent or \$80 a week. We will put a value of \$10,000 on that business as a going concern. On the other hand he has his obligations. In other words the man builds his business on his credit and the larger the business gets, the larger credit he has, the more easy it is for him to put stock on his shelves and get credit for 30, 60 or 90 days. But those bills must all be paid some time by him.

### Sinking Fund Is Needed for Emergencies

"Now what would happen if he were taken away? There are all those bills, and the longer he builds his business and the greater his credit before being taken away, the larger the bills. What can we do for this man? We can say to him: 'Are you establishing a sinking fund in your business which will guarantee the payment of all creditors at any time you should be taken away?'"

"No, I am not."  
"Mr. Smith, would it be possible for you to take out of this business a \$5 bill every Saturday night?"

"Why, yes, certainly I could do that."

"Do you realize, Mr. Smith, that that \$5 every Saturday night would buy your business, lock, stock and barrel, tomorrow?"

"No, I did not know that."

### Small Amount Will Guarantee Debt Payment

"It can be done by the establishment of a sinking fund guaranteed by one of the best and strongest financial institutions you have ever known. If you can save out of that business \$3 every Saturday night, we will underwrite your business, guaranteeing to pay you every dollar you owe at your death if it does not exceed the value of your business, and whatever is left of that business we will turn over to your wife free and clear. You can establish the price at which you want this business sold today. A year from now, if you decide this business is worth more money, we will increase our contract to underwrite its greater value."

### Willing to Discuss His Own Business

"Every man in business in the United States is willing to talk about his business to any one who has an intelligent plan that might better it. Every one has thoughts and worries about his credit. Starting from a small beginning, a man very often outgrows his banking accommodations. His business is subject to local conditions. All of a sudden factories close up, business declines and creditors want money. They come to him and say that they will give him 30 days' extension on his bills but no more. The man goes to his banker and asks for \$3,000 or \$4,000 to stave off bankruptcy. Bankers never give away money simply because it is asked for.

### Loan Value Forms Growing Emergency Fund

"How are we going to protect him by our underwriting contract? His reserve cash loan value on his policy is enough at almost any time after the third year to take care of all the obligations he has outstanding. The loan value increases from year to year. We are increasing his credit standing, aren't we? We are putting more money to the credit of his cash account with us, so that the longer he stays with us, the bigger cash reserve he has to take care of all his bills. Don't you think that the protection you have given him for practically 1 percent of his weekly business turnover is worth more to him than his business? Isn't it worth more to his wife and children than any assets he has? Isn't it the logical thing for every man in business to do?"

### Protects Insured From All Personal Misfortunes

"A payment of \$5 a week is \$260 a year which will buy for the average man of 35 a policy of about \$15,000. Having sold him this, we should go one step further and say: 'Now this is what we'll

do. We will give you \$150 a month as long as you live if anything happens to you that permanently and totally disables you so that you can't conduct your business and we will buy your business for cash at death just the same, even though you don't continue to make these sinking fund deposits with us.' Is it likely that any business man will fail to be interested? What we have been doing is selling the same things our grandfathers sold, life insurance, and we have been doing it in just the same way. Is it any wonder that younger men with greater technical knowledge and more progressive ideas are coming in and selling our clients?"

### Partnership Most Dangerous Form of Business Organization

"Now the next step we take in our business world is the partnership. A partnership is the most dangerous form under which business can be conducted. If Jones and Smith go into business together, Jones usually has the experience and Smith the money. It usually results in just one thing: sooner or later Jones has the money and Smith the experience. The man who starts in with experience gathers more experience and if it is successful, he gathers money with his experience, and the man who starts in with the money gathers experience and loses his money if the enterprise is not successful because he is held for all the bills.

### Use Sinking Fund Idea in Partnership

"You can, as a service man, underwrite such a condition. Use the sinking fund idea, only apply it to the partnership and say to the two men:

"Smith and Jones, what value do you place on your partnership?"

"We value it at \$20,000."

"Equally divided between the two of you?"

"Yes, \$10,000 apiece."

"Mr. Smith, in the event Mr. Jones dies, do you propose to conduct the business?"

### Not Qualified to Run the Business

"I am sorry but I don't think I could. I depend upon Mr. Jones to run the business."

"Mr. Jones, if Mr. Smith died and credit was tied up, how would you conduct this business without a cash reserve?"

"I could not do it."

"What would be the result then if Smith died? They would close the business, sell it for what they could get, divide it equally and there would not be much left. That is a condition existing in almost every partnership doing business. What is the answer?"

### Draw Agreement to Cover All Their Wants

"Determine with them their turnover, annual, monthly, weekly. Determine the value of their partnership. Then have an agreement drawn up at the home office that will cover their wants. Here is what it is. These men each want \$10,000 in cash out of the business if either is taken away from it. It is possible that Jones will live long enough so that Smith would gain experience enough to conduct the business. That contingency must be taken care of so that either or both could con-

duct the business while living, either conduct the business alone if the other dropped out, or they could close the business and be done. How can you cover all these possible contingencies? By the proper application of business underwriting.

### Ordinary Life Usually Fits the Business Case

"Take out ordinary life on the two men for the full value of their interest in the partnership. Have these policies payable to a third party. Now we have Jones, Smith and some third party. We will leave Jones and Smith both with \$10,000 in the business which they go ahead and conduct and divide the profits. If Smith drops out we must transfer his interest to some one else and the way to do that is to buy it. Your \$10,000 of insurance buys that, but who buys it? The third party buys it, because the life insurance furnishes the cash to buy Smith's interest in the business. Now you have a partnership between Jones and the third party to the agreement. But that agreement reads that when Smith dies the trust company acting as the third party will purchase Smith's interests with the proceeds of the insurance policy and that when Jones will sign an agreement to assume all liabilities and pay the expenses of the trusteeship he will receive \$10,000 and \$10,000 will be paid to Smith's estate.

### Both Partners and Their Families Are Protected

"What is the result? The partnership is dissolved. The retiring member has his money in cash. The surviving member owns the business and can conduct it or dispose of it as he sees fit. If he is obliged to sacrifice it at 50 cents on the dollar, he still has his \$10,000 and Smith's widow has her \$10,000. Every one is satisfied and no one has lost a dollar, all by 1 percent of the turnover of that business as a going concern.

### Partnerships Offer Big Life Insurance Field

"Partnerships offer the biggest field in the life insurance field today, but millions of dollars of partnership insurance is being written today which is not worth the paper it is written on. They are made payable to the partnership. What does that mean? That means that at the death of Smith the partnership is immediately worth \$10,000 more than before, so that Smith's interest in the business becomes \$15,000 and Jones' interest becomes the same. If Jones wants to buy Smith's interests, he has to put up \$15,000 cash to buy half of a \$20,000 business and Smith's estate must pay taxes on \$15,000 instead of a \$10,000 valuation.

### Agreement to Buy Interest Cannot Be Enforced

"Hundreds of agents have written insurance, supposedly partnership insurance, that is payable to the survivor of the two of them with an agreement that he has to buy the interest. I would like to see the man or court that could come in and force me if I had \$10,000 cash in my business, my interest in the business, to turn around and give that to Smith's widow if the business was not worth it. I would simply say, 'Well, I have mine. I helped pay the premiums and it is my money. I will put it in my

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pocket and you, Mrs. Smith, can have the business.' And how are you going to force me to do differently? There is a lot of just such insurance sold throughout the country by good life insurance men, supposedly. It won't do. It can't do, for there is no way of enforcing such a contract."

## LOCAL ASSOCIATIONS

### (CONTINUED FROM PAGE 26)

term session for membership in the Oklahoma association entered their applications nearly 100 percent strong. The drive was conducted by C. C. Day, general agent for the Pacific Mutual, past president and member of the board; George C. Summy, general agent Phoenix Mutual, president of the association, and Miss Josephine Lincoln of the Equitable Life, secretary.

Sixty-four students are enrolled in the school and it is expected that before the classes adjourn the school will be represented 100 percent in the state association.

\* \* \*

**New York City**—Representatives of the New York association will journey to the convention at Atlantic City on a special train, leaving New York Tuesday afternoon, Sept. 14, and returning Saturday, with a half-day stopover at Philadelphia for the Sesqui-Centennial Exposition. The association reports that more than 70 members have already made their reservations and many times that number are expected to do likewise within the next two weeks.

\* \* \*

**Philadelphia**—The Philadelphia Association has concluded a rapid fire membership drive, having added 276 new members in a one week's campaign. The association lost a number of members during the last year as shown in a recent report of the National Association, but the loss was credited to the organization of local associations in Camden, N. J., and Chester, Pa. Thus the Philadelphia managers determined last week to bring the membership up to par and in one week added 276 new members. The Travelers' agency led in the contest with 53 new members, Don R. Sidle, assistant manager, being in charge of the drive in that agency. The John Hancock Mutual Life was second with 32 new members and the Equitable of New York third with 31 new members.

\* \* \*

**Kansas City, Mo.**—The Greater Kansas City association resumes operations for the season with a dinner meeting Sept. 4. The date was set in order to take advantage of the opportunity to entertain two Los Angeles life men of note, Roy Ray Roberts and Vernon H. Jenkins. Mr. Jenkins, home office superintendent of the Occidental Life, is also president of the life underwriters of Los Angeles. Mr. Roberts is a million dollar a year writer, whose policies average \$40,000.

## CONNECTICUT MUTUAL HOLDING CONVENTION

### (CONTINUED FROM PAGE 3)

mium volume for 1925 alone was about \$143,000,000.

There is nothing mysterious, he declared, about the wonderful growth of life insurance. The next 20 years will see the greatest industrial expansion the world has ever seen and along with it the greatest increase in the insurance business. It is incumbent on companies and agents alike to cooperate in an honest endeavor to meet this expansion of their business. Untrained life insurance agents are a menace and are being rapidly weeded out. Insurance is not a commodity but a service. A person must be trained to advance with the hosts of professionals in these days or be an outcast.

### Relations With Department

Speaking of the relationship between the insurance department and the companies, he said the companies themselves, their policyholders and the public in general had a right to expect fullest supervision. Statements of accounts need changing occasionally to keep them up to date and there must be audits and examinations to prevent errors and frauds and to ascertain the condition of

the companies for the protection of policyholders.

Commissioner Dunham then referred to the mortality tables and said the American Experience Table, which is over 60 years old, is at wide variance with present-day mortality, and the Connecticut department is now attempting through the National Convention of Insurance Commissioners to have the newer and more reliable American Men Table substituted for valuation purposes.

The history of the Connecticut Mutual Life, he said, is a glorious record. It has a superb agency organization and with its excellent home office administration has contributed much to the life of the nation. It is a matter of greatest pride to me that the great insurance companies of Connecticut are trusted throughout the world.

## DEATH CLAIMS ARE ANALYZED

### Hooper-Holmes Bureau Gives Figures as Furnished by Company on Its Texas Business

An analysis of double indemnity death claims is shown by the Hooper-Holmes Bureau in "The Ounce of Prevention," its house organ. The analysis given is that of one of the large life companies covering its 1925 payment under this clause. This company had 164 double indemnity death claims in 1925, compared with 152 in 1924. The amount paid out was smaller, however, the 1925 total being \$1,063,496, compared with \$1,181,400 in 1924.

In analyzing the claims, it was pointed out that 31 of the risks carried an extra rating for the double indemnity benefit, 28 for occupational reasons and 3 for physical impairment. Occupational accidents caused 16 deaths among the rated up cases. In addition there were 26 occupational accidents among cases that had not been rated up, of which 21 were non-hazardous occupations not rated up by the company, while the remaining seven occurred in occupations usually rated up, to which the policyholders had changed after date of issue of their policy.

The table showing the causes of death in these 164 cases is as follows:

Cause of Death	No.	% of Total
Automobile	56	34.1
Drowning	13	7.9
Homicide	13	7.9
Railroad (other than auto collision)	9	5.5
Blood poisoning (due to injury)	8	4.9
Explosions	8	4.9
Gunshot (accidental)	8	4.9
Falls	7	4.3
Burns	6	3.6
Electric shock	4	2.4
Lightning	3	1.8
Machinery	3	1.8
Pneumonia (following injury)	3	1.8
Poisoning (accidental)	3	1.8
Tractor accidents	3	1.8
Other causes	17	10.4
Total	164	100.0

### Penn Mutual Convention

The officers of the Penn Mutual Life will have a home-coming gathering of agents next year instead of regional conventions. The event will celebrate the company's 80th anniversary.

### Purpose of Education

The lawyer does not study his profession for the purpose of delivering legal lectures to his client; the doctor does not study medicine in order to deliver lectures to his patient on physiology or surgery; the man who wants a home does not study architecture—he employs an architect. But no lawyer, physician or architect could ever hope to find clients among those who were not satisfied that he had mastered his profession. The client wants to be protected, not instructed, and the patient wants to be cured. In the same way the insurance salesman should master his profession, not in order to educate his clients, but to guide them. The education is for him, not for them. All they want is the insurance—Agency Items.

## Insurance Company STOCKS

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